



LERNER CENTER FOR
PUBLIC HEALTH PROMOTION

Lerner Center for Public Health Promotion

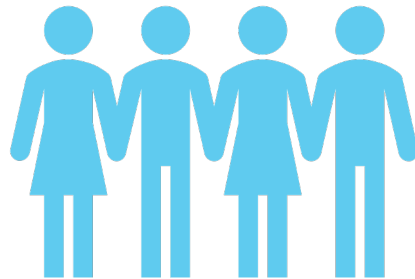
Year in Review
Fall 2020 - Spring 2021

Lerner Center for Public Health Promotion

Mission Statement

Our mission is to advance teaching, service, advocacy, and evidence-based research by promoting the fields of health communication and health promotion practices and improving the health and wellbeing of populations.

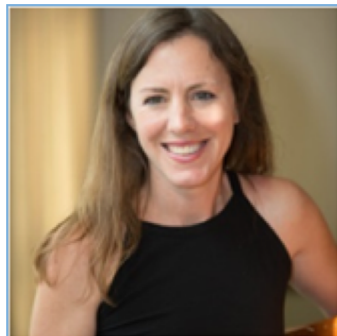
The Lerner Center for Public Health Promotion seeks to magnify the effect of its faculty and students through its collaborations and organizational partnerships.



Lerner Center Faculty and Staff



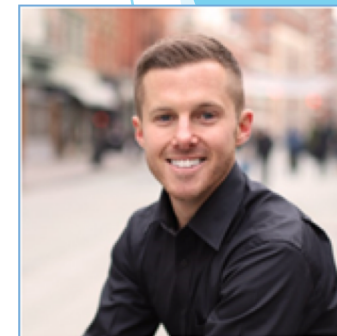
Gina Wingood
Director



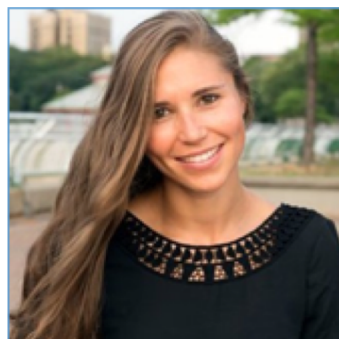
Rachel Shelton
Director of Research



Marita Murrman
Director of Education



Danny Giovenco
Director, Tobacco Policy



Azure Nowara
Associate Director



James Colgrove
Faculty Affiliate



Marni Sommer
Faculty Affiliate

Lerner Center Events



Lunch & Learn with Dr. Sandra Albrecht



Dear Pandemic:



On November 10th, the Lerner Center featured Dr. Sandra Albrecht, Assistant Professor in the Department of Epidemiology and Chief Epidemiologist of Dear Pandemic.

In her talk, Dr. Albrecht discussed how @Dear Pandemic, a social media-based, multidiscipline communication effort, has been a promising platform for science translation for the public. Dear Pandemic aims to disseminate trustworthy, comprehensive, and timely scientific content about the Covid-19 pandemic to international, lay audiences using clear and non-partisan language.

“Those Nerdy Girls”



Amanda Simanek,
PhD, MPH



Sandra Albrecht,
PhD, MPH



Malia Jones, PhD,
MPH



Lindsey Leininger,
PhD, MA



Ashley Ritter, PhD,
CRNP



Jennifer Beam
Dowd, PhD



Alison Buttenheim,
PhD, MBA



Shoshi Aronowitz,
PhD, FNP-BC



Aparna Kumar, PhD,
CNRP, MPH



Lauren Hale, PhD,
MA



Michelle Kinder, PhD



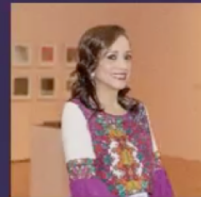
Sarah Whitley Coles,
MD



Gretchen
Peterson, COO



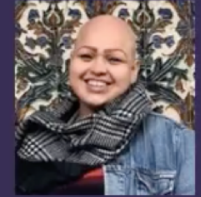
Mary-Jo
Valentine,
Graphic & Web
Design



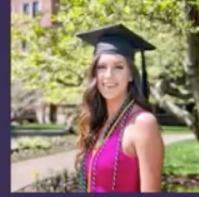
Tita Smyth
Escobedo, Web
Design & Spanish
Translation



Jenny Leininger,
Swag Boss



Daisy Velazquez,
Spanish
Translation



Rebecca Doyle,
Project Intern



Mahima Bhattar,
Project Intern



Megan Oswald,
Project Intern



Stay safe, stay sane.

Dear Pandemic:



Dear Pandemic informs:
DAILY LIVING



**CURRENT
SCIENTIFIC
CONTROVERSIES**



DATA



**INFORMATION
HYGIENE**



Stay safe, stay sane.

Lunch & Learn with Dr. Edward Maibach



GEORGE MASON UNIVERSITY
CENTER *for* CLIMATE CHANGE
COMMUNICATION



On March 16th, the Lerner Center invited Dr. Edward Maibach, Distinguished University Professor and Director of the George Mason University Center for Climate Change communication, to speak with our students, staff and faculty.

Dr. Maibach discussed the necessity and opportunity for health professionals to get involved in climate advocacy - as a public health issue - and shared research highlights from the Center for Climate Change Communication.

MEDICAL ALERT! Climate Change Is Harming Our Health



Key Messages:

- 1. There is a scientific consensus about human-caused climate change.**
- 2. In communities across the nation, climate change is harming our health now.**
- 3. The health of any American can be harmed by climate change, but some of us face greater risk than others.**
- 4. Unless we take concerted action, these harms to our health are going to get much worse.**
- 5. The most important action we can take to protect our health is to reduce heat-trapping pollution by reducing energy waste and accelerating the transition to clean renewable energy.**



A background image of a space shuttle launching, with a large plume of smoke and fire at the bottom left and a bright trail of fire and smoke extending upwards into a blue sky with scattered white clouds.

Effectively sharing what we know: An evidence-based heuristic



**Simple clear
messages**



**repeated
often**



**by a variety
of trusted
voices**

Digital Storytelling Workshop: Year 3

Led by instructors from the non-profit organization, [StoryCenter](#), nine Mailman students participated in an intense digital storytelling workshop in which they created first-person short video narratives about their public health passions and experiences.



Digital stories are multimedia movies that combine photographs, video, animation, sound, text, and a narrative voice.

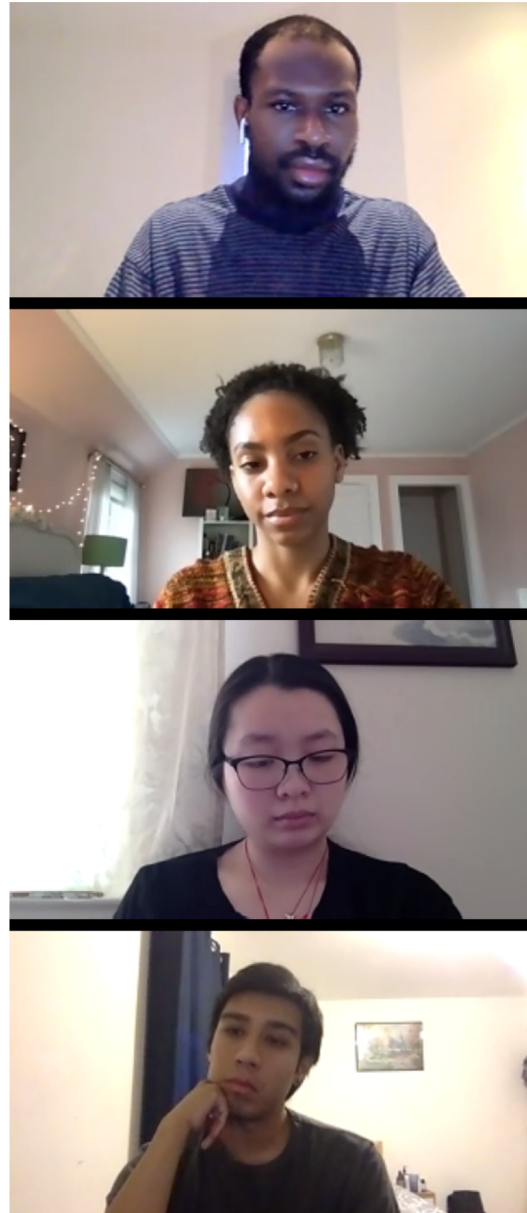




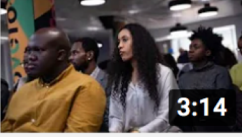

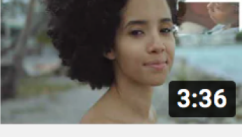

Digital storytelling can be a powerful, multi-dimensional tool for community-based public health program enrichment, strategic communication, and advocacy.

The five-week intensive workshop was held online. The students participated in group and individual Zoom sessions with the StoryCenter instructors.

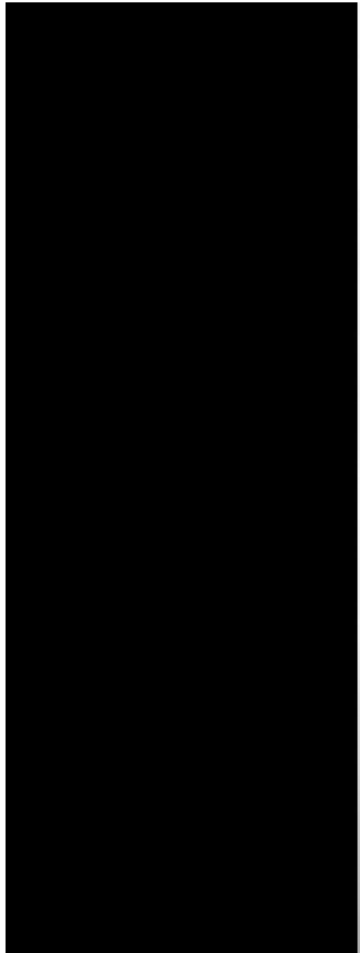
Our students were reflective, resilient and creative as they learned the process of storytelling and shared personal experiences.

On the last day, the student's screened their digital stories and received feedback from the group.



	The Face of Medicine by Alejandra Mailman Lerner Center: Digital Storytelling
	Candice's Story Mailman Lerner Center: Digital Storytelling
	Jalen's Story Mailman Lerner Center: Digital Storytelling
	Kelyn's Story Mailman Lerner Center: Digital Storytelling
	Olivia's Story Mailman Lerner Center: Digital Storytelling
	A New Faith by Victor Mailman Lerner Center: Digital Storytelling

Featured Student Video: The Face of Medicine by Alejandra



Featured Student Video: Untitled by Candice



Featured Student Video: A New Faith by Victor



A young woman's suicide puts focus
on church's counseling for LGBT
Catholics

Animosity, attacks against LGBT
Catholics create 'toxic atmosphere'

Gay Church Worker Is Victim of Repeated Hate
Crimes Due to Right-Wing Catholic Campaign

The Lerner Center at APHA 2021

This Monday, combat your cravings and win.

Cravings only last 10 minutes.
Call us to learn how to resist temptations.



For a smoke free you, we're here to help.
Call us at 520-724-7904
or visit pima.gov/TobaccoFree

Quit & Stay Quit Monday

PIMA COUNTY HEALTH DEPARTMENT



APHA 2020
VIRTUAL ANNUAL MEETING & EXPO
OCT. 24 - 28

TAKING THE PULSE OF ORGANIZATIONAL PRIORITIES, TRAINING NEEDS, AND COMMUNICATION PREFERENCES OF NON-GOVERNMENTAL POPULATION HEALTH PROFESSIONALS IN NEW YORK STATE

Ilana Schieve, PhD, MA, CCL
Columbia University Mailman School of Public Health, Department of Sociomedical Sciences

regional public health training center
funded by the New York State Department of Health

FEATURE
APHA 2020
FILM FESTIVAL
2020
SESSION

FF02 Young Filmmakers in Action: Perspectives on COVID-19 and Other
Monday Oct. 26 1:00 PM - 2:30 PM

FEATURED FILMS

SUICIDE ON INDIAN COUNTRY	UNCHARTED WATERS A Mini-Documentary by Annie Erisinghaus	WE DON'T DO THAT
HOW TO KEEP DAD SAFE	"A Mask? I don't see it for myself" How to convince family and friends to wear a mask to protect against the spread of Covid-19	OUR WORDS
Reading The Signs How to read the signs of a crisis and what to do about it	LOST SOULS	PROTECTING NATIONS
tides	BINARY BLUES	Caged Bird

PANELISTS

 Katrina Bragot Director of Tides	 Annie Erisinghaus Director of Uncharted Waters: A Mini-Documentary
 Jake Leuzzi Director of Last Souls	 Marissa Young, MPH, CHES Director of "A Mask? I Don't See it for Myself" - How to Convince Your Family and Friends to Wear a Mask
 Gabriel Balderas Director of How to Keep Dad Safe	

REGISTER NOW
<https://www.apha.org/events-and-meetings/annual/registration-information>

APHA PHEHP
PUBLIC HEALTH EDUCATION PROGRAM

- ▶ **The Region 2 Public Health Training Center** and their partners at NYSACHO shared findings from their Audience Analysis project. Lerner affiliate, **Renata Schiavo** presented the study entitled, *"Taking the pulse of organizational priorities, training needs and communication preferences of non-governmental population health professionals in New York State."*
- ▶ **Marni Sommer** presented GATE research entitled, *"Menstruation and homelessness: An exploratory study from NYC."*
- ▶ A film by Health Communication Certificate alumna, **Marissa Young**, was featured in the *APHA Public Health Film Festival*. Her film is called, "A Mask? I don't see it for myself. How to convince your family and friends to wear a mask."



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Lerner Center Faculty Grants and Accomplishments

Gina Wingood, ScD, MPH

- ▶ Gina Wingood was an Associate Editor for the Special Issue on Vaccine's and Society, in the journal, *Vaccine*. As part of this special issue, Dr. Wingood coordinated the publication of 58 articles examining social determinants of health associated with vaccine acceptability.
- ▶ As part of an NIH-funded supplement, Dr. Wingood and colleagues will examine COVID-19 vaccine acceptability among women living with HIV.
- ▶ The NIH-funded Initiative for Maximizing Student Development (IMSD) Grant, on which Dr. Wingood has served as Principal Investigator, has after 13 years come to an end. This program trained 61 underrepresented pre-doctoral fellows at MSPH. Subsequent to graduating from the IMSD program, fellows went on to post-doctoral fellowship programs, tenure track faculty positions, or other research positions.



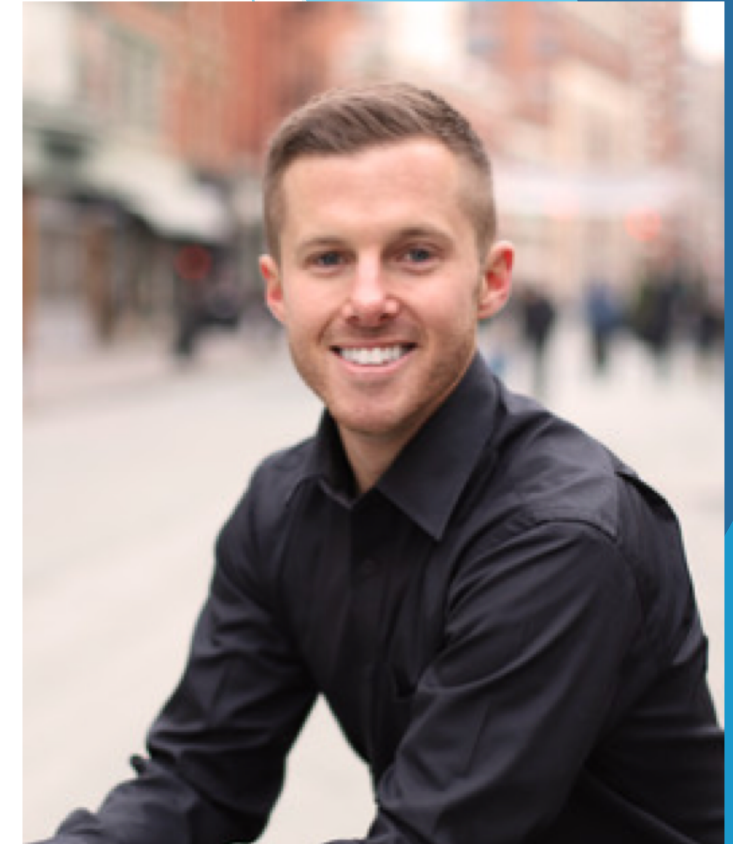
Rachel Shelton, ScD, MPH

- ▶ Rachel Shelton was invited to be Co-Chair of the ISC3 Health Equity Task force to set an agenda, develop priorities and coordinate health equity and implementation science activities across the seven NCI funded P50 Implementation Science Centers in Cancer Control.
- ▶ Dr. Shelton is Co-Investigator and Core Lead for the Health Equity Methods Core on a grant called “Advancing the Quality of Cancer Care through Behavioral Economics and Implementation Science.”
- ▶ Rachel Shelton is a Multiple PI on a new R01 grant funded by the NIH National Cancer Institute. The grant titled, “De-Implementation of Mammography Overuse in Older Racially and Ethnically Diverse Women,” is for the period February 2021 through January 2026.
- ▶ Dr. Shelton has been named Core Faculty at Washington University's Institute for Implementation Science Scholars. Dr. Shelton is also a core faculty member for the Training Institute for Dissemination and Implementation Research in Cancer at NIH.
- ▶ Dr. Shelton was a keynote speaker at the 8th Annual USF Translational Research in Adolescent Drug Abuse conference. Additionally, she is the keynote speaker for the American College of Surgeons Cancer Outcomes Program in May.
- ▶ Dr. Shelton was named a Tow Leadership Scholar by Columbia School of Public Health for the next three years.



Danny Giovenco, PhD, MPH

- ▶ Daniel Giovenco is Co-Investigator on a new R01 grant to study smoke-free policy compliance in public housing (PI: SMS faculty Diana Hernández).
- ▶ Dr. Giovenco completed a national interview-based project to assess the impact of the coronavirus pandemic on tobacco use behaviors. The manuscript was published in the International Journal of Drug Policy. Two SMS students, Rachel Maggi and Esther Lee, are co-authors on this manuscript. Study results were covered by US News & World Report and WebMD.
- ▶ Danny Giovenco gave a talk titled, “Cannabis Vaping: An emergent public health issue,” for a Continuing Medical Education (CME) program at Columbia Medicine. The event focused on the pros and cons of cannabis in healthcare.
- ▶ Dr. Giovenco was elected as a member of the Faculty Steering Committee at the Mailman School of Public Health.
- ▶ Dr. Giovenco was the keynote speaker at MDQuit's 2021 Best Practices Conference. MDQuit, funded by the Maryland Department of Health, is the state of Maryland's main resource center for tobacco use cessation and prevention activities.
- ▶ Dr. Giovenco and his team delivered 4 podium presentations and 2 poster presentations at the annual conference of the Society for Research on Nicotine & Tobacco.



Marni Sommer, DrPH, MSN, RN

- ▶ Marni Sommer was awarded \$25,000 by the Osprey Foundation, \$150,000 by the Hearst Foundation and \$300,000 by the Bill & Melinda Gates Foundation to further her research efforts.
- ▶ In collaboration with the IRC, Dr. Sommer and the GATE team published, "Compendium on Menstrual Product Disposal, Waste Management and Laundering" which aims to provide strategic guidance to support organizations and agencies seeking to rapidly address critical and often overlooked aspects of an MHM response.
- ▶ Marni Sommer recently spoke at the *Columbia Journal of Gender and Law* | Volume 41 Symposium, "Are you there Law? It's Me, Menstruation."
- ▶ Dr. Sommer was interviewed in a new menstruation advocacy documentary, *Pandora's Box*, released in March 2021.
- ▶ The GATE team continues to produce their popular *Period Posse Presents* webinar series, which brings together global experts from across research, policy, and practice to discuss key emerging issues.



Marita Murrman, EdD, MS

- ▶ The Region 2 Public Health Training Center, led by Marita Murrman, and their partners at NYSACHO have released a report on the preparedness and response to the COVID-19 pandemic among the Local Health Departments in New York State. The goal of this collaborative project was to identify and describe lessons learned from LHD responses throughout the first months of the pandemic and inform a series of recommended actions for LHDs, county governments, and the State.
- ▶ Region 2 Public Health Training Center recently recorded a podcast with NACCHO about the COVID-19 In Progress Report. The podcast is entitled, "Podcast from Washington: NY SACHO and the Local Health Department Response to COVID-19."
- ▶ Mayela Arana, Region 2 PHTC Center Coordinator, presented "Harmonizing the Strategic Skills with Core Competencies: Strengthening education and training for the current and future public health workforce" at the ASPPH Annual Conference. Mayela also represented Region 2 PHTC as a speaker at *NNPHI: Emerging Lessons from COVID-19: Action Towards Equity*.
- ▶ This year, the Region 2 PHTC has funded 16 students to attain field placements in health departments, completing community needs assessments, and providing support in pandemic response efforts, in NY, NJ, and Puerto Rico.





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Lerner Center Faculty Recent Publications



Gina Wingood

- ▶ DiClemente RJ, Rosenbaum JE, Rose ES, Sales JM, Brown JL, Renfro TL, Bradley ELP, Davis TL, Capasso A, **Wingood GM**, Liu Y, West SG, Hardin JW, Bryan AD, Feldstein Ewing SW. (2021). Horizons and Group Motivational Enhancement Therapy: HIV Prevention for Alcohol-Using Young Black Women, a Randomized Experiment. *Am J Prev Med*. S0749-3797(21)00056-8.
- ▶ Fuller TJ, Phillips NR, Lambert DN, DiClemente RJ, **Wingood GM**. (2021). Re-membering HIV in the Black Church: women's religious and social identity in relation to perceived risk and men on the down low. *Cult Health Sex*.
- ▶ Brawner BM, Jemmott LS, Hanlon AL, Lozano AJ, Abboud S, Ahmed C, **Wingood G**. (2021). Results from Project GOLD: A pilot randomized controlled trial of a psychoeducational HIV/STI prevention intervention for black youth. *AIDS Care*. 1-19.

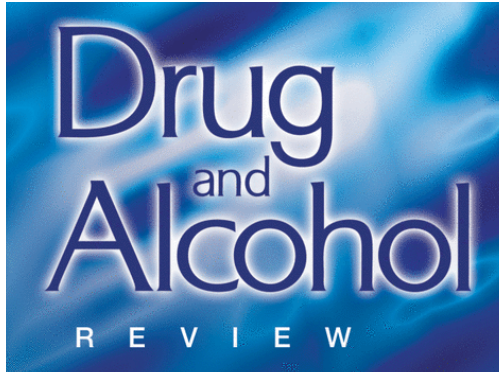
What Is Dissemination and Implementation Science?: An Introduction and Opportunities to Advance Behavioral Medicine and Public Health Globally

Rachel C Shelton¹, Matthew Lee², Laura E Brotzman², Luke Wolfenden^{3 4 5 6}, Nicole Nathan^{3 4 5 6}, Milton L Wainberg⁷



Rachel Shelton

- ▶ Shelton, R.C., Lee M, Brotzman L, Wolfenden L, Nathan N, Wainberg M. (2020). What is Dissemination and Implementation Science?: An Introduction and opportunities to advance behavioral medicine and public health globally. *International Journal of Behavioral Medicine*. **Awarded the Springer Award for Excellence in Publication in Behavioral Medicine for 2020
- ▶ Shelton RC, Brotzman L, Johnson D, Erwin D. (2021). Trust and mistrust in shaping adaptation and de-implementation in the context of changing screening guidelines. *Ethnicity & Disease. Special Issue on Social Determinants of Health and Implementation Research: Three Decades of Progress and a Need for Convergence*.
- ▶ Shelton RC, Adsul P, Oh A. (2021). Recommendations for Addressing Structural Racism in Implementation Science: A call to the field. *In Press, Ethnicity & Disease. Special Issue on Structural Racism and Health*.



International Journal of
*Environmental Research
and Public Health*



Danny Giovenco

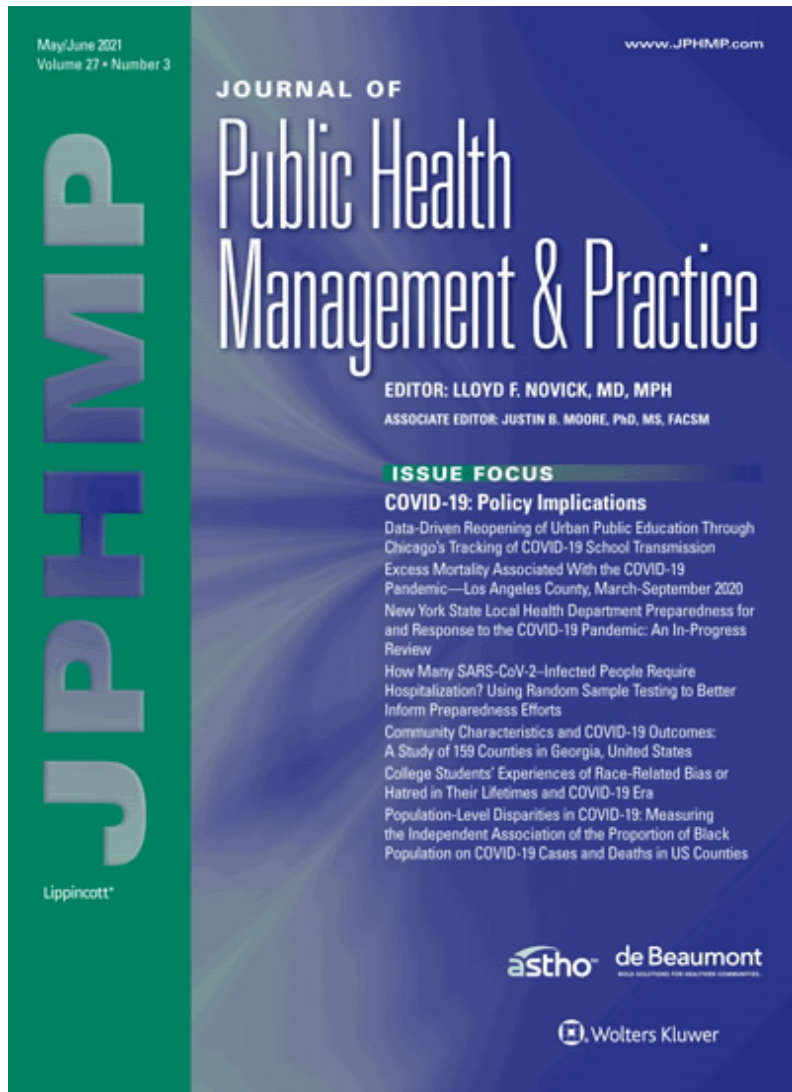
- ▶ Giovenco DP, Spillane TE, Maggi RM, Lee EY, Philbin MM. (2021). Multi-level drivers of tobacco use and purchasing behaviors during COVID-19 “lockdown”: A qualitative study in the United States. *Int J Drug Policy*. 94(103175).
- ▶ Morrison CN, Lee JP, Giovenco DP, West B, Hidayana I, Swandewi Astuti PA, Mooney S, Jacobowitz A, Rundle A. (2021). The geographic distribution of retail tobacco outlets in Yogyakarta, Indonesia. *Drug Alcohol Rev*.
- ▶ Delnevo CD, Jeong M, Ganz O, Giovenco DP, Miller Lo E. (2021). The Effect of Cigarillo Packaging Characteristics on Young Adult Perceptions and Intentions: An Experimental Study. *Int J Environ Res Public Health*.



Marni Sommer

- ▶ Carney, A., Kaaya, S., Kajula, L. Ibitoye, M. Marwerwe, G., Sommer, M. (2021). 'Most of the Youth Are Drinking Because They Have Nothing To Do': How Idle Time Facilitates Adolescent Alcohol Use in Urban Tanzania. *Journal of Child and Adolescent Substance Abuse*.
- ▶ Schmitt, M.L., Wood, O.R., Clatworthy, D. Rashid, S., Sommer, M. (2021). "Innovative strategies for providing menstruation-supportive water, sanitation and hygiene (WASH) facilities: learning from refugee camps in Cox's Bazar, Bangladesh" *Conflict and Health*, 15(10).
- ▶ Schmitt, M., Hagstrom, C.*, Nowara, A., Gruer, C., Adenu-Mensah, N., Keeley, K., Sommer, M. (2021). The Intersection of menstruation, school and family: Experiences of girls growing up in urban areas in the U.S.A. *International Journal of Adolescence and Youth*, 26(1), 94-109. *Christine Hagstrom was a 2020 Lerner Fellow.
- ▶ Liu D*, Schmitt M, Nowara A, Magno C, Ortiz R, Sommer M. (2021). The evolving landscape of menstrual product advertisements in the United States: 2008-2018. *Health Care for Women International*. *Danting Liu was a 2019 Lerner Fellow.

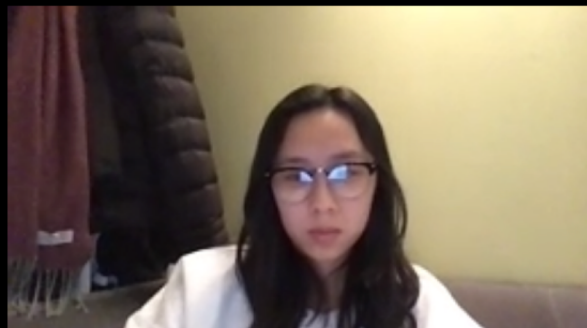
Marita Murrman



- ▶ Sarah R, Levy N, Simpson K, Fleming M, Arana M, DiManno P, Grijalva Y, Murrman M. (2021). New York State Local Health Department Preparedness for and Response to the COVID-19 Pandemic: An In-Progress Review. *Journal of Public Health Management and Practice*, 27,(3), 240-245.

Lerner Center Faculty-Led Courses (2020-2021)

- ▶ CORE programming, Marita Murrman & Gina Wingood
- ▶ Health Promotion: Theory, Research and Practice, Marita Murrman
- ▶ Designing Needs and Assets Assessments in Public Health, Marita Murrman
- ▶ Advanced Intervention Design, Marita Murrman
- ▶ SMS Master's Thesis, Marita Murrman
- ▶ Dissemination and Implementation Science, Rachel Shelton
- ▶ Designing Public Health Interventions, Danny Giovenco
- ▶ Seminar in Health Communication 1 & 2, Gina Wingood
- ▶ Data Visualization & Storytelling, Gina Wingood
- ▶ Digital Storytelling, Gina Wingood
- ▶ Seminar in Research and Professional Development, Gina Wingood
- ▶ Structural Approaches to Global Health, Marni Sommer
- ▶ The Global Menstrual Movement: Understanding Policy & Practice, Marni Sommer



Lerner Center Adjunct Faculty



Health Communication

Renata Schiavo, PhD

Founder and President, Health Equity Initiative

Editor-in-Chief, Journal of Communication in Healthcare: Strategies,
Media & Engagement in Global Health

3 credits; Tuesdays 5:30 - 8:20; Semester 3

"Practical application through discussing case studies and working on health communication projects work very well in the course. Dr. Schiavo's extensive experience speaks for itself in the lectures and in the content of the textbook."

Lerner Center Adjunct Faculty



Advancing Health Literacy

Gretchen Van Wye, PhD

Assistant Commissioner, Bureau of Vital Statistics as NYC DOHMH

1.5 credits; Wednesdays 5:30 - 8:20; Semester 3, 2nd quarter

"I found the major assignments of this course to be relevant, challenging and fully worthwhile. Dr. Van Wye created a very supportive and participatory classroom environment in which students felt both comfortable and inspired to contribute to the conversation."

Lerner Center Adjunct Faculty



New Media and Health

Carina Schmid, MPH, RN

Director of Global Health Programs, PCI Media

3 credits; Fridays 1:00 - 3:50; Semester 4

"Carina is a great instructor. She incorporates multiple types of learning throughout each class and is clearly very knowledgeable about a constantly changing field. This course is so dynamic and immediately useful."

*All students achieve three industry-recognized certificates: Hootsuite's Platform Certification, Hootsuite's Social Marketing Strategy Certification; and HubSpots Content Marketing Certification.

Lerner Center Adjunct Faculty: New this year!



Data Visualization & Storytelling

Faycal Bouguir

Data Visualization & Design Instructor, NYC Career Centers

1.5 credits; TBD; Semester 4, 1st quarter

"I liked the instructor's organization; He had the data sets prepared for us to use and they were highly relevant to the public health audience. Step-by-step instructions made it easy to follow along with the exercises, both in-person and practicing at home. I can't wait to put the skills I learned to use in presentations and research posters."



Communicating Health Risks to the Public

Brenda MacArthur, PhD

Assistant Professor of Practice, Alan Alda Center for Communicating Science

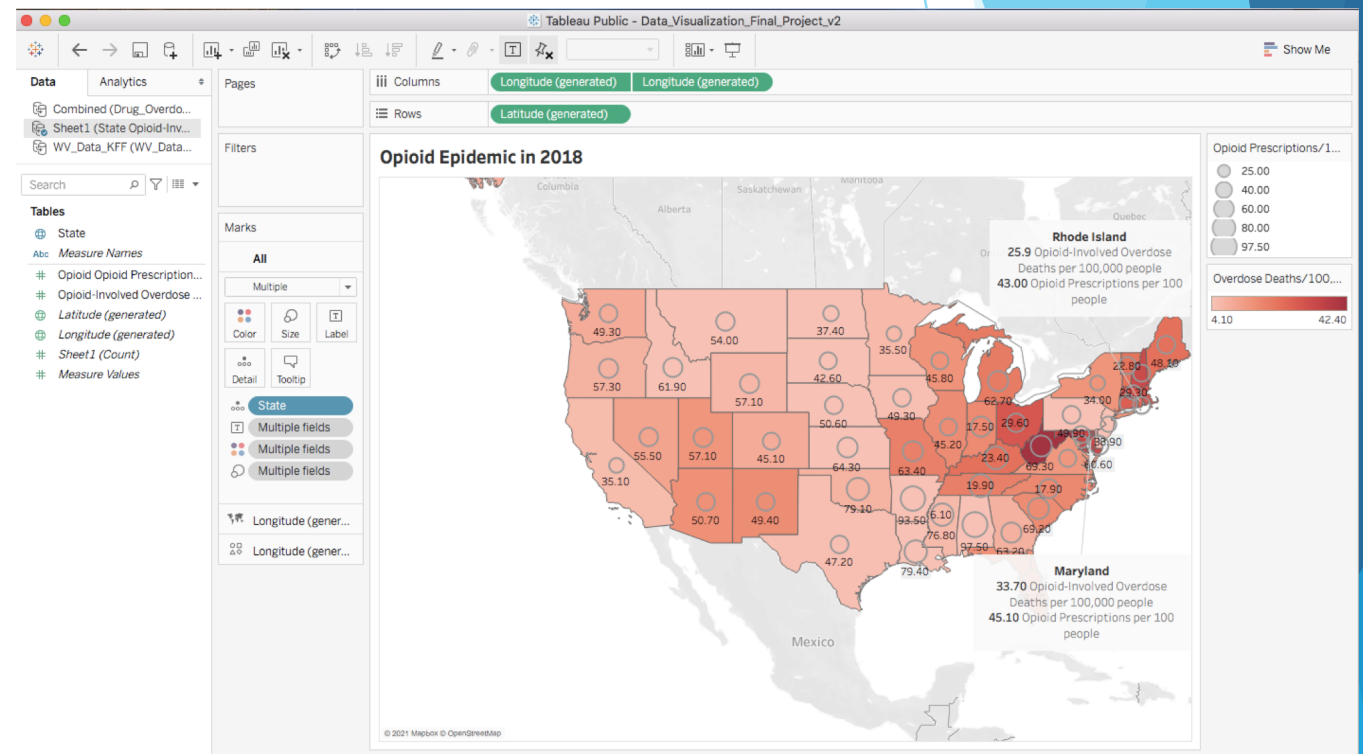
1.5 credits; TBD; Semester 4, 2nd quarter

"Dr. MacArthur is an outstanding teacher. The material was interactive, relevant and engaging."

Data Visualization & Storytelling: Student Work

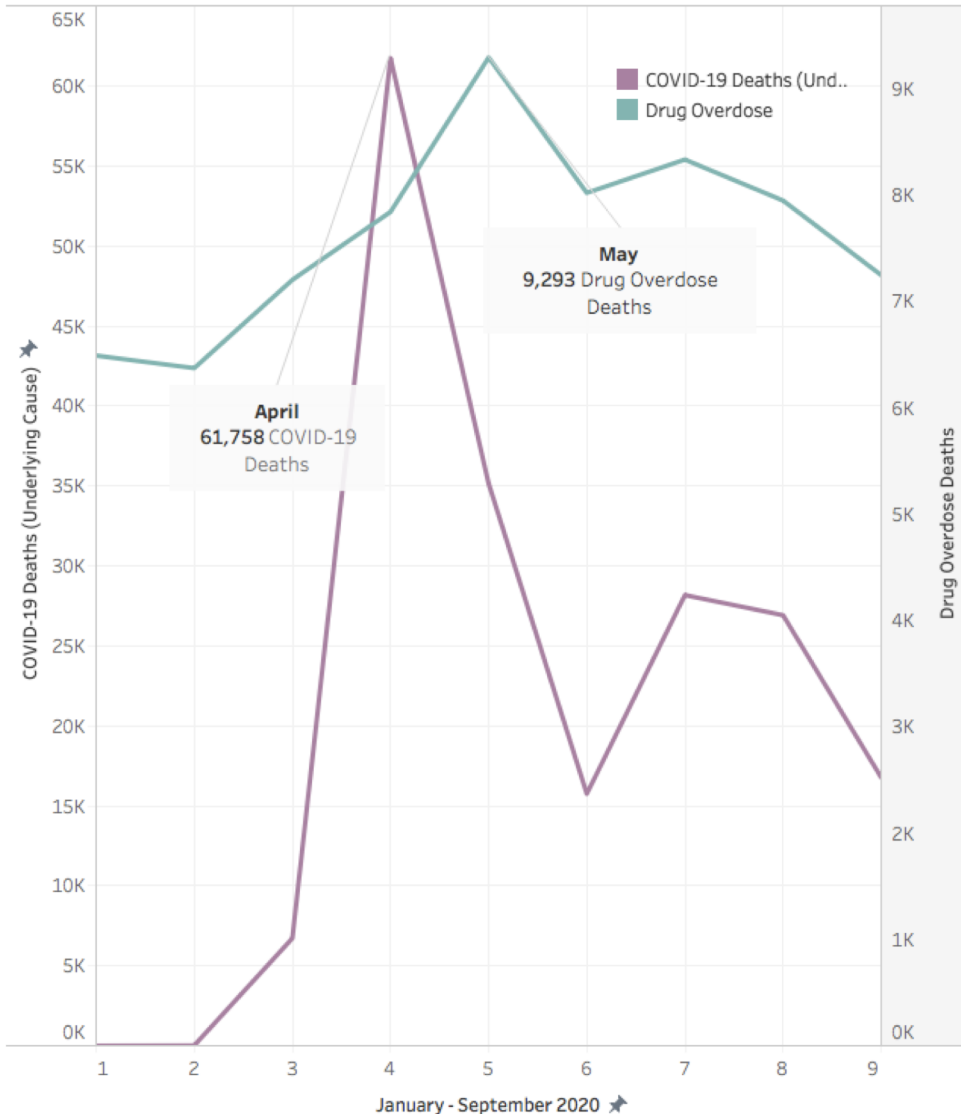
In this class, students learned to utilize Tableau, a data analytics software that creates visual representations such as charts, maps, graphs, and plots.

The final project asked students to produce a series of visualizations that tell a public health data story.

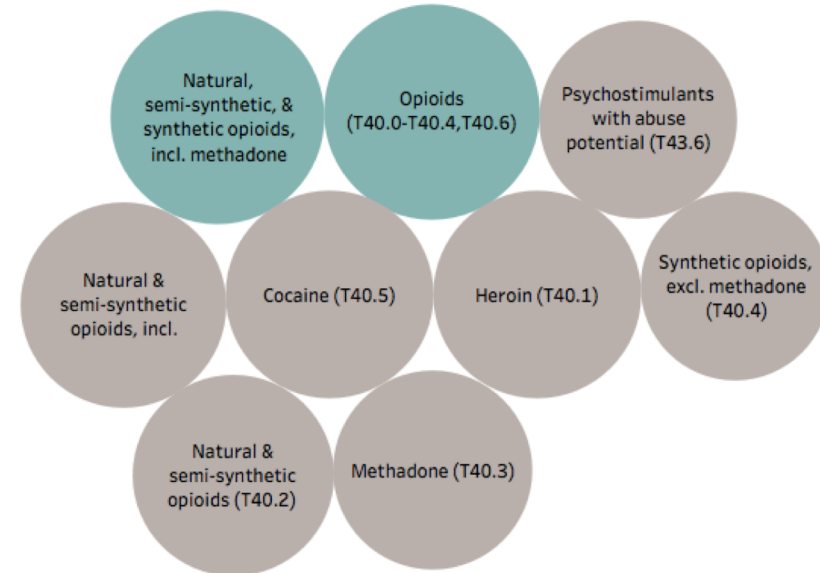


Drug Overdose Deaths During COVID-19

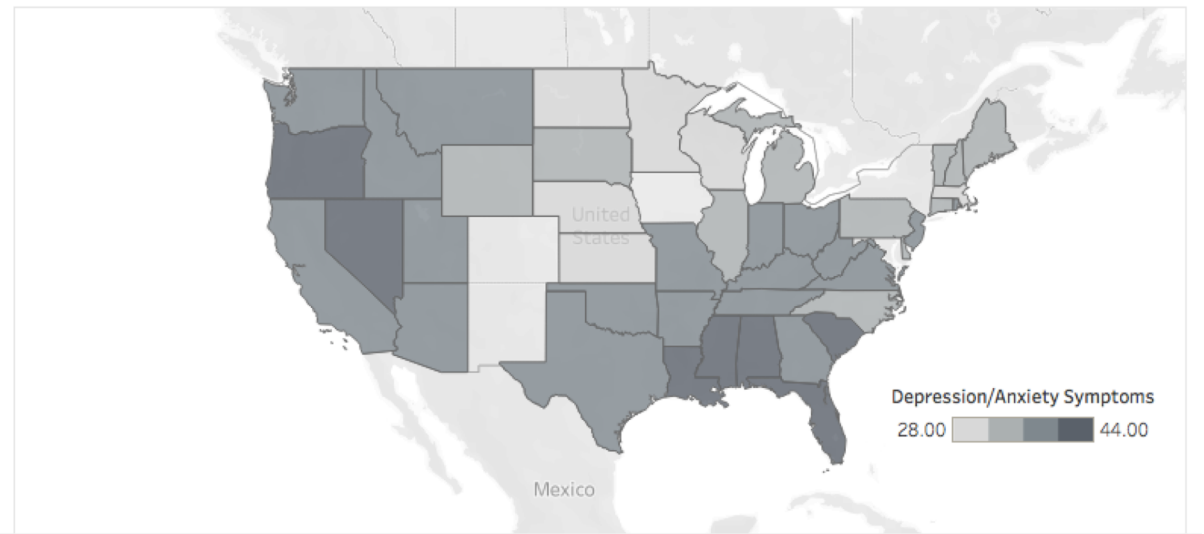
COVID-19 & Overdose Deaths, January - September 2020



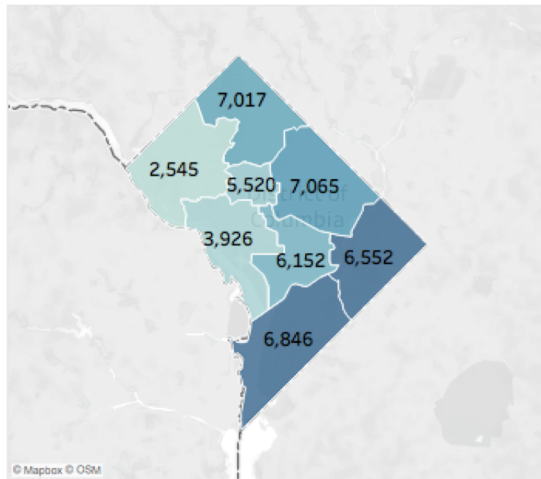
Drug Overdose Death Rates, by Drug Type, January - September 2020



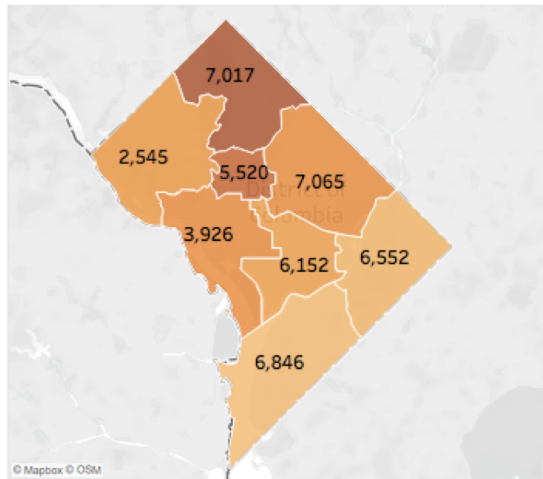
Rate of Depression & Anxiety Symptoms, January - September 2020



COVID-19 Cases and Black Population by Ward



COVID-19 Cases and Latino Population by Ward

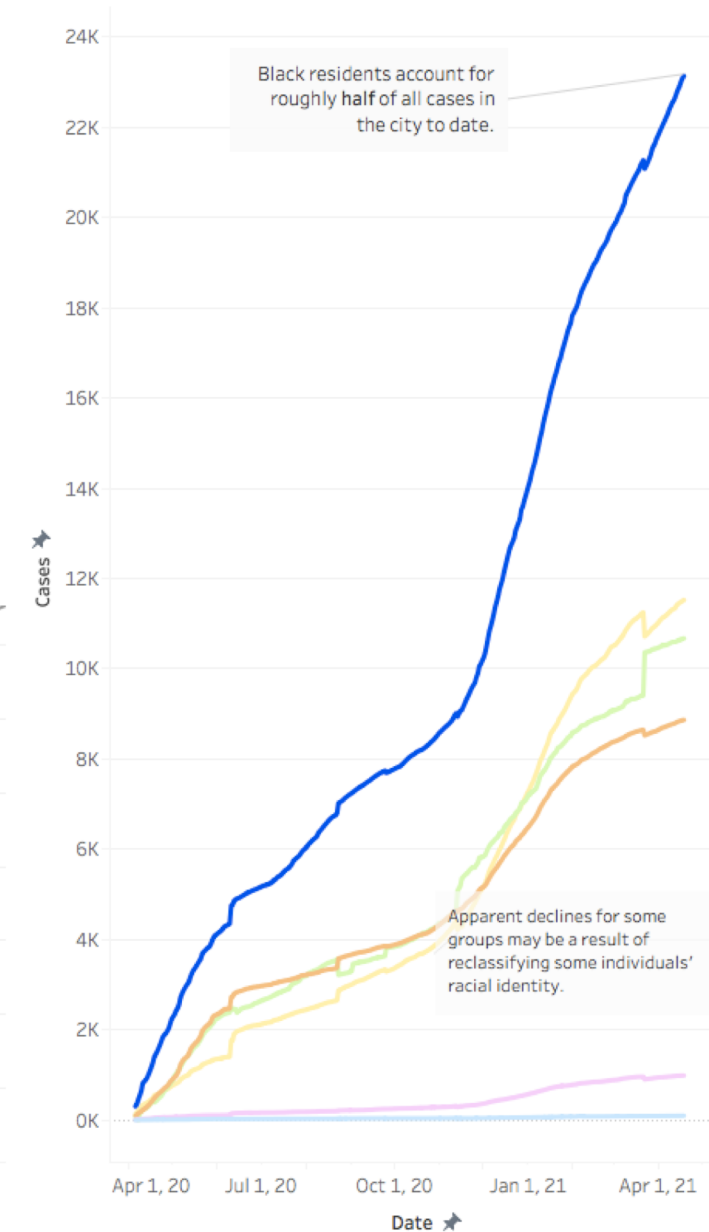


Black Population (% of total)
0.0 100.0

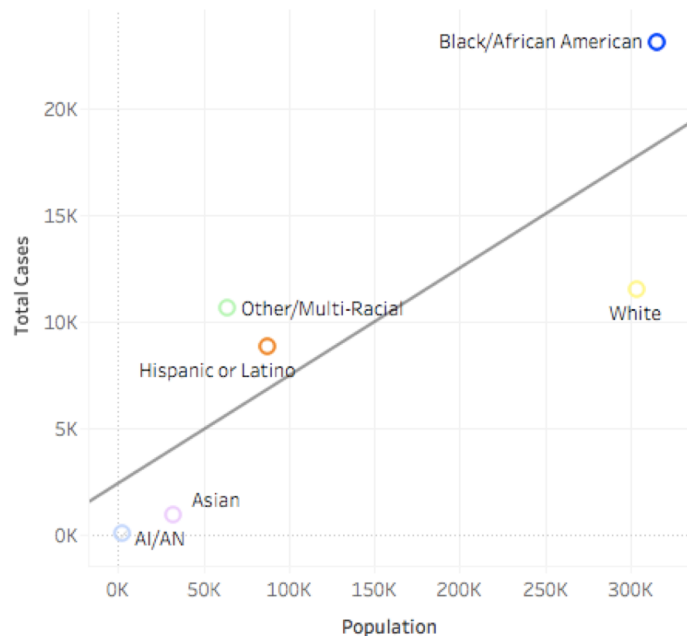
Latino Population (% of total)
0.00 30.00

Race/Ethnicity
 American Indian/Alaska Native
 Asian
 Black/African American
 Hispanic or Latino
 Other/Multi-Racial
 White

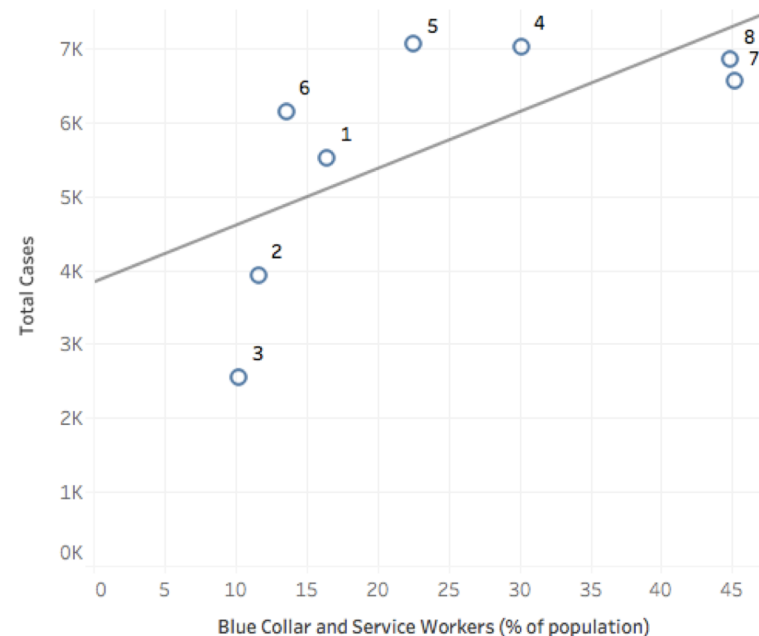
Cumulative COVID-19 Cases



COVID-19 Cases by Race/Ethnicity

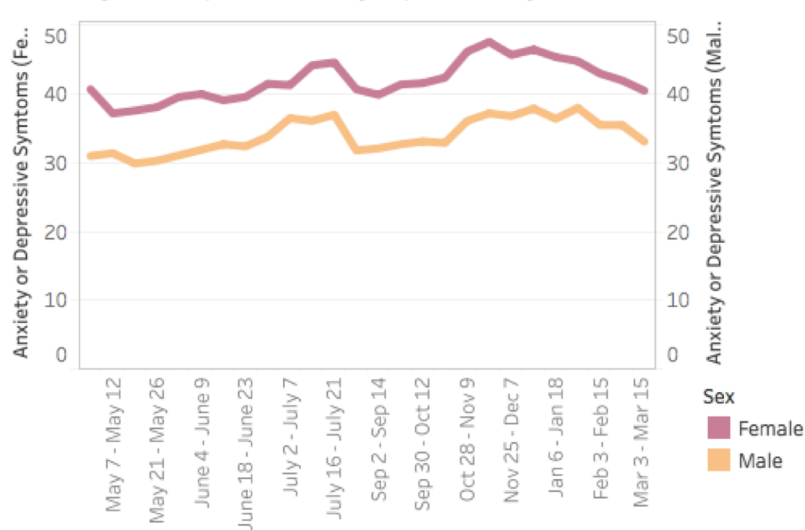


COVID-19 Cases and Essential Workers by Ward



Identifying Risk Groups for Mental Illness or Substance Use During COVID-19 Pandemic

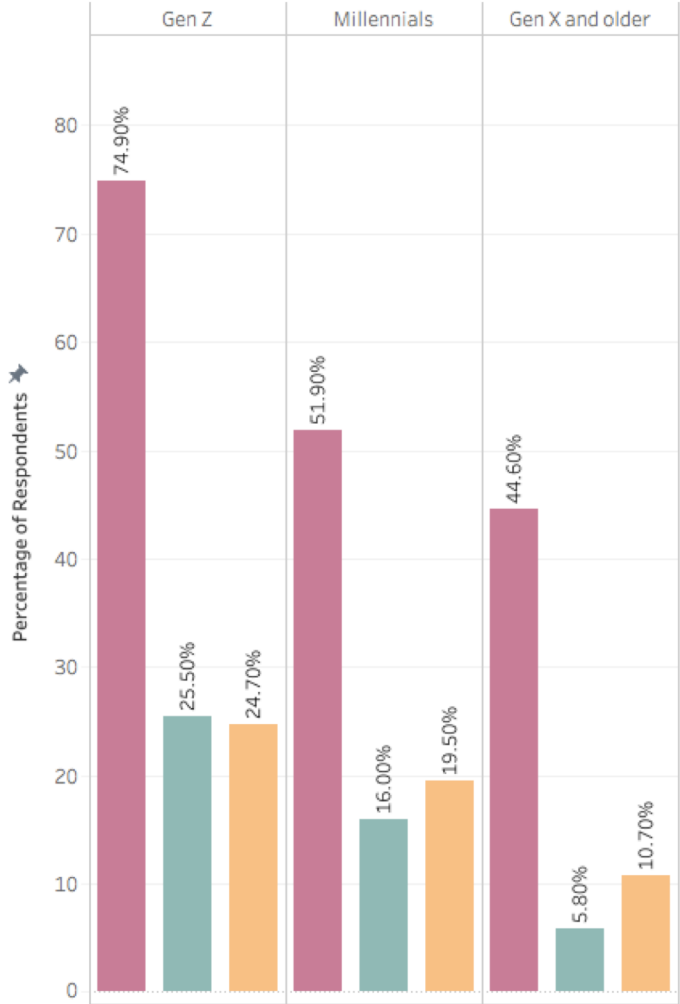
Anxiety or Depressive Symptoms by Sex



Types of Symptoms

- One or more adverse mental or behavioral health symptom
- Seriously considered suicide in past 30 days
- Started or increased substance use to cope

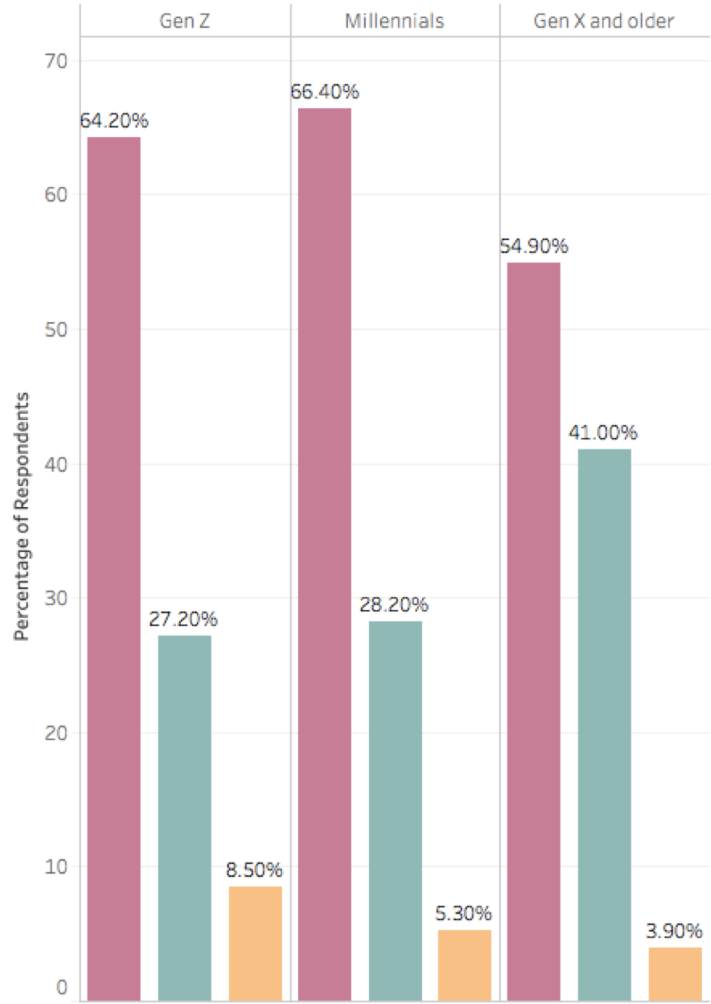
Mental Illness & Substance-Use by Generation



Purchasing Frequency

- More
- About the same
- Less

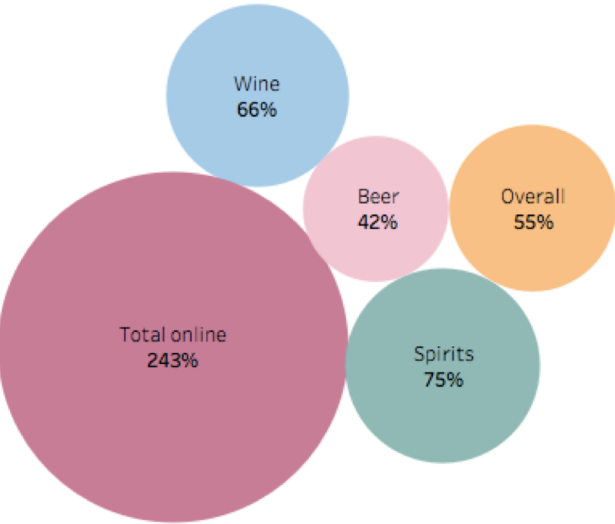
Online Alcohol Purchasing Frequency by Generation



Select to View

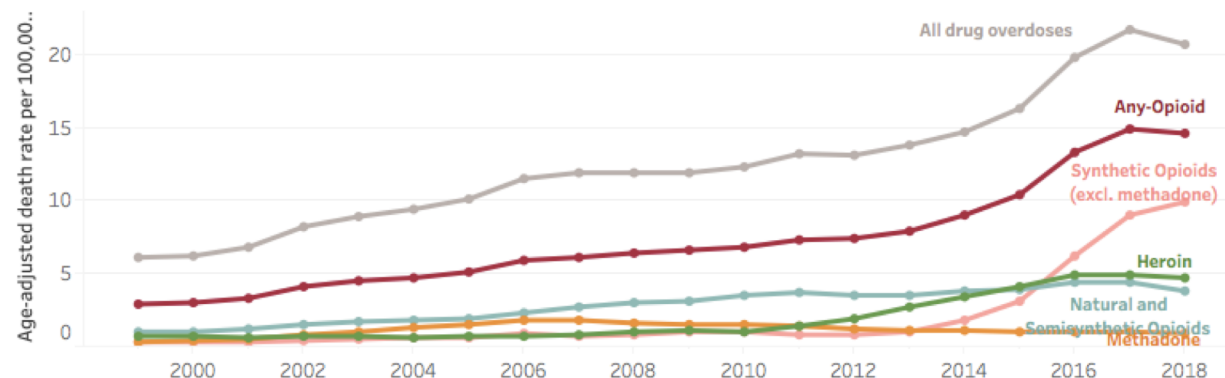
- (All)
- Gen X and older
- Gen Z
- Millennials

Sales Growth by Alcohol Type

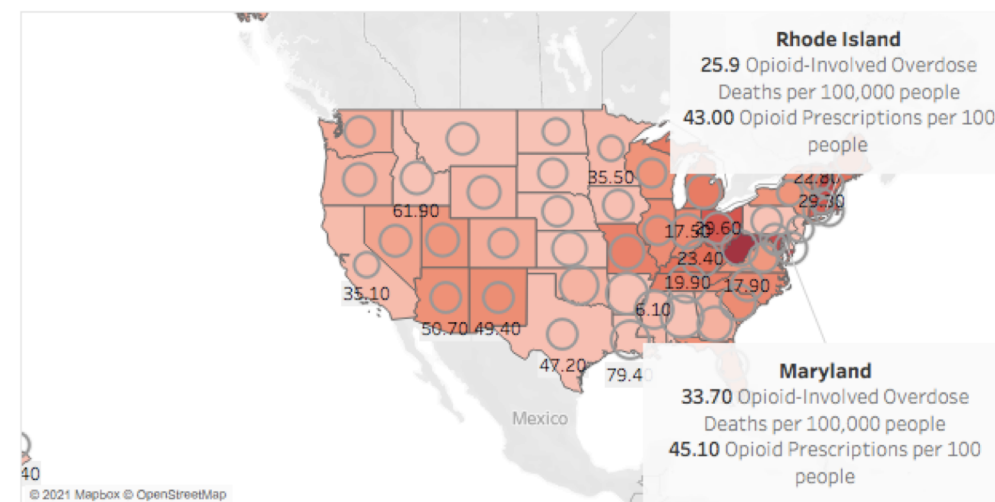


The Opioid Crisis: How Looking to Opioid Prescriptions Sheds Light on the Roots of the Epidemic

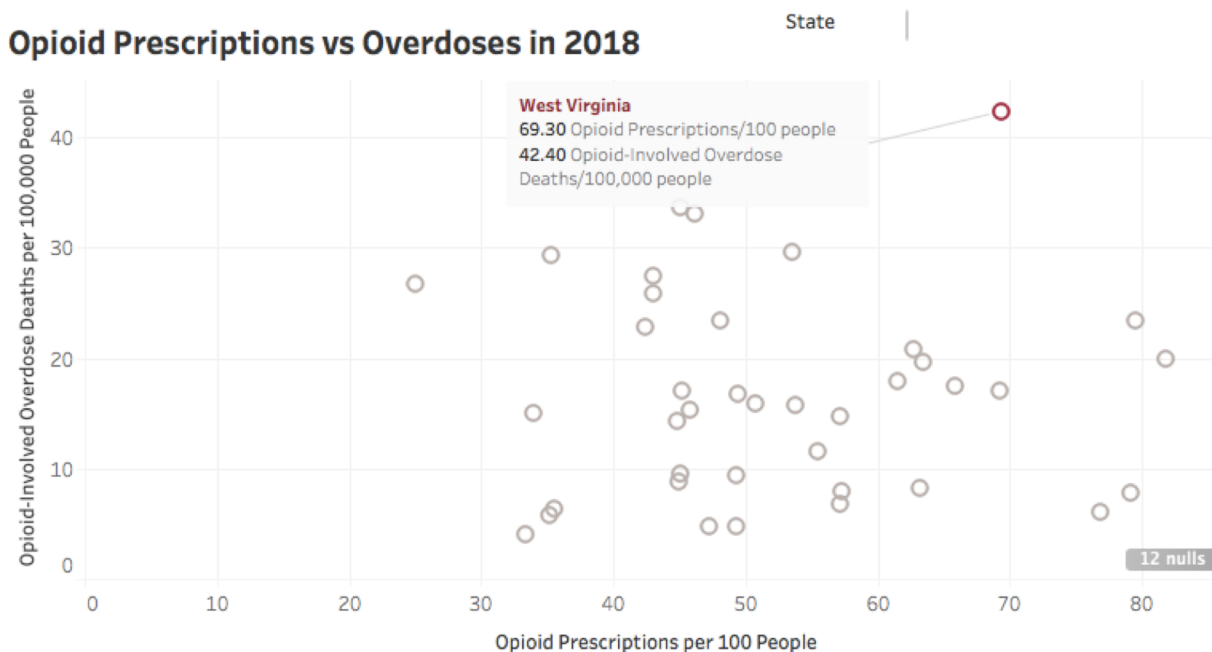
U.S. Drug Overdose Deaths by Type 1999-2018



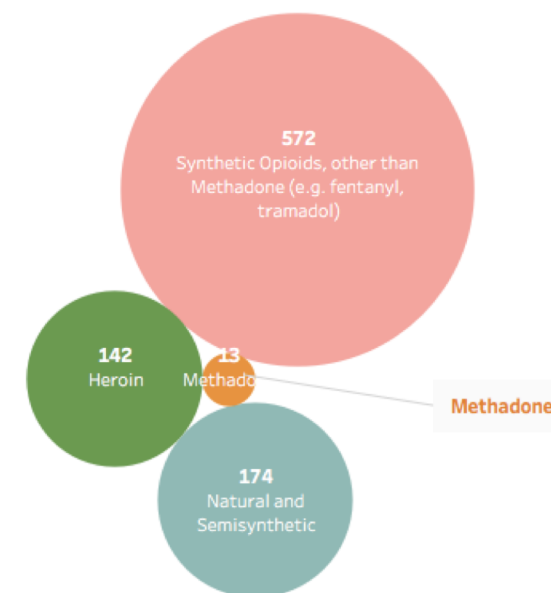
Opioid Epidemic in 2018



Opioid Prescriptions vs Overdoses in 2018



Number of Opioid Deaths in West Virginia in 2019



Seminar in Health Communication II Speakers



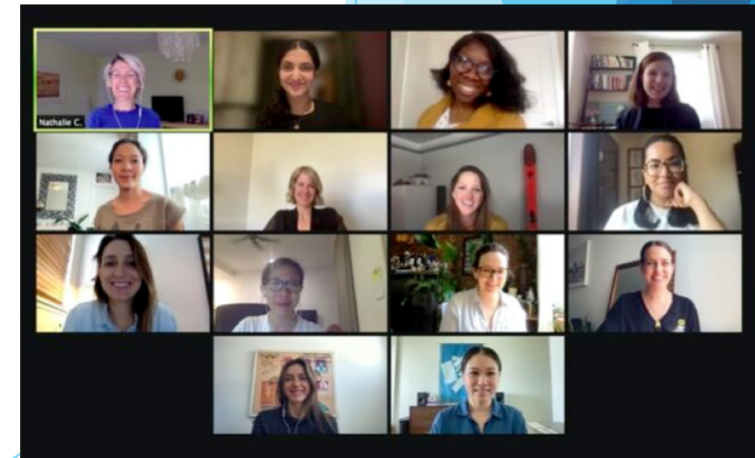
Marissa Young
Senior Copywriter,
Havas Gemini

Workshop: *Writing for Public Health Professionals*



Maria Vorovich
Chief Data Storyteller,
Good Ques

Workshop: *The Power of Marketing*

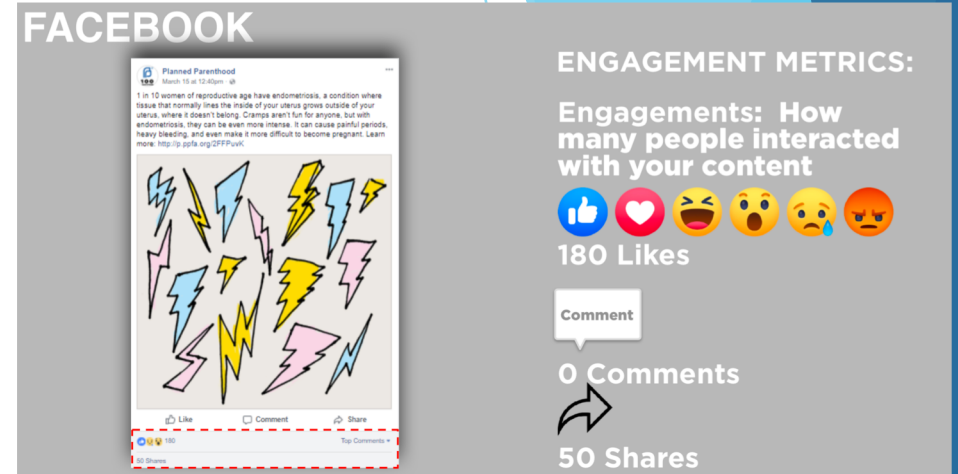


Seminar in Health Communication II Speakers cont'd



Holland Martini
Chief Insights Officer,
Good Ques

Workshop: *Utilizing Marketing Analytics to Gauge Success*



COMMON MEASUREMENT TERMS

EQUITY
Measures used to understand if people feel more connected to the brand

Equity Measures:
Resonance, Advocacy, Intent

Lerner Center 2021 Summer Fellow



**Olivia Langley,
Health Communications Fellow**

Olivia Langley is an MPH candidate in Population & Family Health with a certificate in Health Promotion Research and Practice. Olivia is interested in leveraging health communications to help create and implement collaborative community health programs.

This summer, Olivia will work with *Project Reach & Engage to Advance Community Health (REACH)* to help lead a 10-week training program consisting of Columbia students and representatives from Upper Manhattan community-based organizations. The program will focus on health communications media to promote community outreach and engagement with the Get Healthy Harlem and Get Healthy Heights websites.

CONGRATULATIONS CLASS OF 2021

HEALTH PROMOTION CERTIFICATE

Sila Adhiningrat
Julianne Borrelli
Olivia Brown
Andrew Fabiano
Shelby Gordon
Brittany Hale
Kristyne Hong
Renee Iglesias
Wendy Liu
Gabrielle Marczak
Shivani Mishra
Hedda Nguyen
Jacqueline Saltarelli
Brittney Sweetser
Yara Tashkandi
Denita Utami

HEALTH COMMUNICATION CERTIFICATE

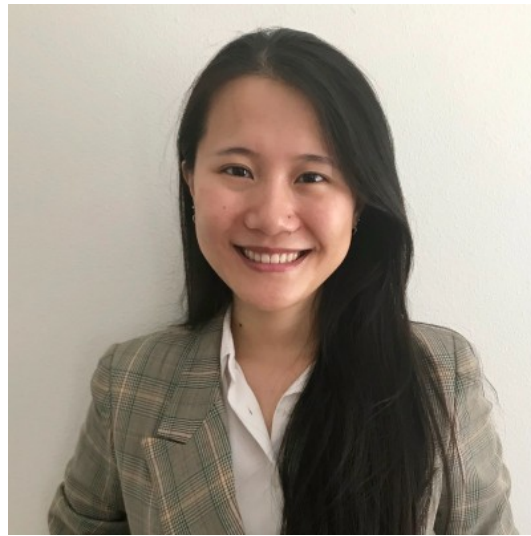
Alex Levine
Sophie Banspach
Lee Sandler
Rachel Gresko
Paul McCullough
Emma Talkington
Kavya Rajaputhra
Tegan Stuart
Jinyu Lu
Natalie Astor
Haoyan Tong
Diana Sanches
Chikaodinaka Gbenoba
Priyanka Dutta
Jalen Coleman



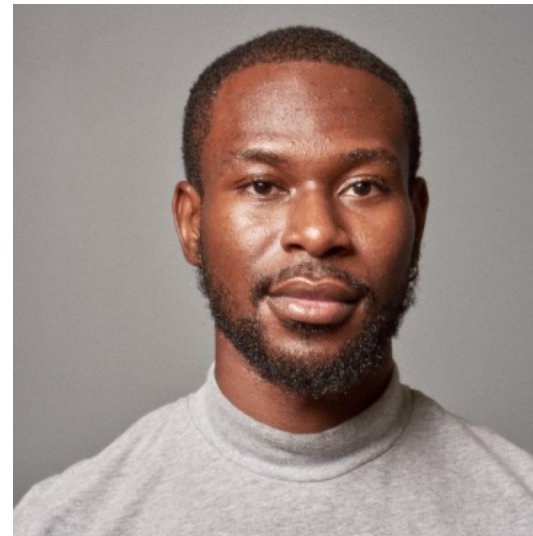
Featured 2021 Health Promotion & Health Communication Graduates



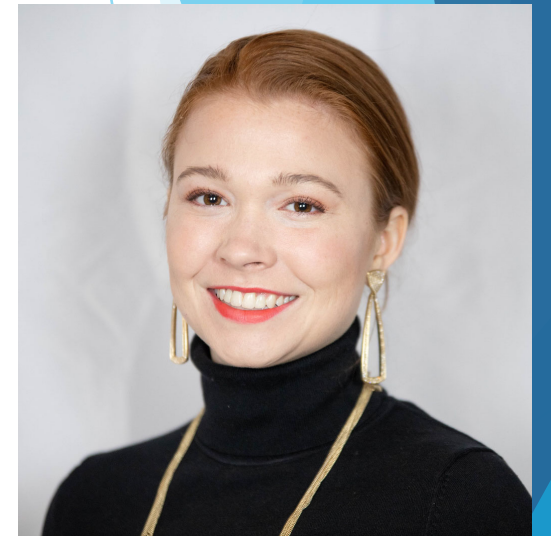
Olivia Brown,
Community Engagement
Core Communications
Manager,
NIEHS Center for
Environmental Health in
Northern Manhattan



Wendy Liu,
Program Coordinator,
Charles B. Wang
Community Health
Center



Jalen Coleman,
Assistant Account
Executive,
ProHealth Agency,
FCB Health Network



Sophie Banspach,
Junior Brand Manager,
Cancer Expert Now Inc.

Lerner Center Accomplishments, 2015 - 2021

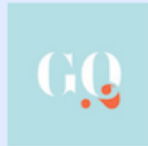
39 Health Communication Alumni
&
93 Health Promotion Alumni
*2018-2021



17 Lerner Summer Fellows



21 Industry Affiliates



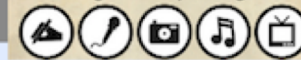
10 Lunch & Learn Lectures



7 Educational Workshops



Digital Storytelling



2 National Conferences



2 Doctoral Students



2 Post-doctoral Students





Thank you to our faculty,
students, partners and
supporters!