

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 10<sup>th</sup>, 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





Shoshi Arenowitz,

PhD, FNP-BC

Translation



Malia Jones, PhD, MPH

Aparna Kumar, PhD,



Lindsey Leininger, PhD, MA



Lauren Hale, PhD, MA



Ashley Ritter, PhD,



Michelle Kinder, PhD



**Jennifer Beam** Dowd, PhD



Sarah Whitley Coles, MD





Project Intern





Valentine. Graphic II. Web



Escabedo, Web Design & Spanish Design



Swng Boss









Spanish





Muhima Bhattar.

Mingan Onwald.



Dear Pandemics



### 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 16<sup>th</sup>, 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 humancaused 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.

### Effectively sharing what we know: An evidence-based heuristic



## 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.



PUBLIC HEALTH PROMOTION

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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.





# Featured Student Video: The Face of Medicine by Alejandra



# Featured Student Video: Untitled by Candice



# Featured Student Video: <u>A New Faith by Victor</u>



# **The Lerner** Center at **APHA 2021**



Annie Ersinghous Director of Unchasted oters: A Mini-Documentary

Meriase Young, MPH, CHES Director of "A MoskF1 Doin" See it for Mysel" - How to Catherica Your Family and Friends to Wear a Mosk

A PRINT OF STREET,

### 2021 APHA Conference

- 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



# Culture, Health & Sexuality



# 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.

Review > Int J Behav Med. 2020 Feb;27(1):3-20. doi: 10.1007/s12529-020-09848-x.

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

Rachel C Shelton <sup>1</sup>, Matthew Lee <sup>2</sup>, Laura E Brotzman <sup>2</sup>, Luke Wolfenden <sup>3</sup> \* <sup>6</sup> \*, Nicole Nathan <sup>3</sup> \* <sup>6</sup> \*, Milton L Wainberg <sup>2</sup>





# **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 deimplementation 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.

### JOURNAL OF

# CHILD & ADOLESCENT SUBSTANCE ABUSE



### Health Care for Women International

# 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 menstruationsupportive 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.



EDITOR: LLOYD F. NOVICK, MD, MPH ASSOCIATE GITTOR, ANTON & MODEL, PAD, ME, IACOM

#### COVID-19: Policy Implications

Data Orives Response of Urban Patitic Education Through Discagels Tracking of CDVD-19 School Transmission Excess Mortality Associated Web the CDVD-19 Familying – Las Angeles Courts, March Sectoreter 2020 New York State Lacal Health Department Programme for and Response to the CDVD-18 Pandence: An In-Programme Review

Non-Many SARS Colv 2: Internet Propile Respire Hospital patient Using Rendom Sample Tealing to Better Inform Properedness Offices

Community Discretenation and COND-19 Outcomes A Brain of 100 Countees in Overgas, United Stans College Students', Expensioners of Race-Released Blass or Watered in Their Lettenan and COVID-19 Ers Propolation Level Department an DIVID-18 Ers Propolation Level Department of the Proportion of Black Propolation an COVID-18 Causes and Dealins in US Counters

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# 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-bystep instructions made it easy to follow along with the exercises, both inperson 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



Visualizations created by Rachel Gresko



Visualizations created by Alex Levine

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

#### Anxiety or Depressive Symptoms by Sex



Sales Growth by Alcohol Type



Visualizations created by Priyanka Dutta

#### 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 (All) More Gen X and older About the same Gen X Less

Select to View

Online Alcohol Purchasing Frequency by Generation





Opioid Prescriptions/100 people

Visualizations created by Natalie Astor

### 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'



Holland Martini Chief Insights Officer, Good Ques

**Workshop:** Utilizing Marketing Analytics to Gauge Success



#### ENGAGEMENT METRICS:

Engagements: How many people interacted with your content



Cumment

0 Comments

50 Shares

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





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