Lerner Center for Public Health Promotion

Year in Review
Fall 2020 - Spring 2021
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

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
Dailey 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.
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.
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.
Effectively sharing what we know: An evidence-based heuristic

Simple clear messages -> repeated often -> by a variety of trusted voices
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 students 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: 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
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."
Lerner Center Faculty Grants and Accomplishments
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 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.
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.
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.
Lerner Center Faculty
Recent Publications


Rachel Shelton


Danny Giovenco


Marni Sommer


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
- 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
- SMS Master’s Thesis, Marita Murrman
- Dissemination and Implementation Science, Rachel Shelton
- Designing Public Health Interventions, Danny Giovenco
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."
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

- COVID-19 Deaths (Underlying Cause)
- Drug Overdose

April 61,758 COVID-19 Deaths
May 9,293 Drug Overdose Deaths

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

- Natural, semi-synthetic, & synthetic opioids, incl. methadone
- Opioids (T40.0-T40.4, T40.6)
- Psychostimulants with abuse potential (T43.6)
- Natural & semi-synthetic opioids, incl.
- Drug Overdose

Rate of Depression & Anxiety Symptoms, January - September 2020

Map showing depression/anxiety symptoms across the United States

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

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

Select to View
- (All)
- Gen X and older
- Gen Z
- Millennials

Sales Growth by Alcohol Type

Online Alcohol Purchasing Frequency by Generation

Visualizations created by Priyanka Dutta
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

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*
Holland Martini
Chief Insights Officer,
Good Ques

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

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<tr>
<th>HEALTH PROMOTION CERTIFICATE</th>
<th>HEALTH COMMUNICATION CERTIFICATE</th>
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<tr>
<td>Sila Adhiningrat</td>
<td>Alex Levine</td>
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<td>Julianne Borrelli</td>
<td>Sophie Baspach</td>
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<td>Olivia Brown</td>
<td>Lee Sandler</td>
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<td>Andrew Fabiano</td>
<td>Rachel Gresko</td>
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<td>Haoyan Tong</td>
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<td>Priyanka Dutta</td>
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<td>Yara Tashkandi</td>
<td>Jalen Coleman</td>
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<td>Denita Utami</td>
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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

17 Lerner Summer Fellows

21 Industry Affiliates

10 Lunch & Learn Lectures

7 Educational Workshops
2 National Conferences

2 Doctoral Students
2 Post-doctoral Students
Thank you to our faculty, students, partners and supporters!