Lerner Center for Public Health Promotion

Year in Review
Fall 2021 - Summer 2022
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 Events
Sponsored by the Lerner Center, the student group, Food Justice Initiative, hosted a virtual Q&A with Dr. Sabrina Strings. Sabrina Strings, Ph.D. is a Chancellor’s Fellow & Associate Professor of Sociology at the University of California, Irvine. She was a recipient of the UC Berkeley Chancellor’s Postdoctoral Fellowship with a joint appointment in the School of Public Health and Department of Sociology.

Dr. Strings is the author of “Fearing the Black Body: The Racial Origins of Fat Phobia.” This event engaged the Columbia community in a conversation on public health’s role in perpetuating weight stigma and fat phobia’s dangerous roots in racism and sexism.
Lerner Center faculty and the Region 2 Public Health Training Center offered advanced Tableau training to 30 staff members at the NYC DOHMH. Six different classes were offered, each one offered twice to keep classes small and efficient.

The training was led by instructor Faycal Bouguir. Faycal is a multimedia designer and data visualization specialist. He has worked with the Lerner Center on multiple projects and is currently teaching, “Data Visualization & Storytelling” to Mailman graduate students.

- **Module 1:** Data Literacy in Tableau - 29 attendees
- **Module 2:** Introduction to Tableau Tools - 19 attendees
- **Module 3:** Working with Calculations in Tableau - 22 attendees
- **Module 4:** Introduction to Working with Maps in Tableau - 20 attendees
- **Module 5:** Advanced Tableau Visualizations Tools (Part 1) - 25 attendees
- **Module 6:** Advanced Tableau Visualizations Tools (Part 2) - 22 attendees

“The training was excellent, great learning exposure. Topic clearly presented with examples, and actual demonstration how-to. I am very satisfied with Tableau training module.”

Ninety-five percent of those surveyed agreed/strongly agreed that the training they attended was “applicable to their work.”
Health Messaging for Justice: Student Competition

Teams of students were asked to create a health communication product designed to reduce stigma, enhance social justice, and/or counteract racism.

Student submissions included videos, posters, social media posts, and written work.
A panel of 11 judges reviewed the student submissions. The following review criteria was used:

1. Effective Messaging
2. Creativity & Innovation
3. Design & Aesthetics
4. Public Health Impact and Relevance
5. Potential for Dissemination
6. Adherence to the Project Guidelines
7. Potential Ability to Inform Stigma Reduction, Social Justice and/or Anti-Racism Efforts
Fighting the Stigma of Postpartum Depression in South Asian Culture

Nida Fatima
Meril Tomy
Faculty Advisor: Miriam Laugesen, PhD
Sensitive Fundraising Techniques to Support People Experiencing Homelessness

Bonnie Jim
Rachel Sadoff
Faculty Advisor: Carina Schmid, MPH
Digital Storytelling Workshop: Year 4

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.
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: Ana Paola Mata Zetina
Featured Student Video: Gabriella Joseph
Featured Student Video: Wendy Cheong
Gina Wingood, ScD, MPH

- Gina spent much of her summer working on a P30 grant titled, “HIV Center for Clinical and Behavioral Studies.” Gina is one of the Center's Co-Directors. If funded, it will enter its 30th year of continuous NIH funding.

- Gina's T32 pre-doctoral training program titled, "Social Determinants of HIV," will provide tuition support and a five-year stipend for a cohort of five MSPH pre-doctoral students from SMS, EPI, and BIO. The program has just accepted their fifth pre-doctoral trainee (from EPI).

- Dr. Wingood submitted two NIH grants as a co-investigator with colleagues from the Columbia University, School of Nursing and both were funded. The grant titles are: "Enhancing Nurse Practitioner Primary Care Delivery to Address Social Determinants of Health and Reduce Health Disparities: A mixed-methods national study," PI: Lusine Poghosyan and "Examining Social Ecological and Network Factors to Assess Epidemiological Risk in a Large National Cohort of Cisgender Women," PI: Rebecca Schnall.
Danny Giovenco, PhD, MPH

- Daniel Giovenco was invited to moderate a panel at the Food and Drug Law Institute’s 2021 Symposium. The title of the panel was “E-racing tobacco disparities: Continued efforts to target People of Color.”

- Dr. Giovenco delivered an oral presentation at NIH’s High-Risk, High Reward Research Symposium. The title of the talk was, “Menthol cigarette sales trends in the United States and associations with regional residential segregation.”

- Danny served as an expert reviewer for a National Academies of Sciences, Engineering, and Medicine (NASEM) report on the health effects of cigars.

- Dr. Giovenco submitted an R01 grant to the National Cancer Institute to evaluate the impact and equity of policy interventions to reduce tobacco retailer density. The R01 scored in the 7th percentile at NCI. Danny is awaiting news on a funding decision.
Melissa DuPont-Reyes, PhD, MPH

- Dr. DuPont-Reyes was an invited grant reviewer for the Robert Wood Johnson Foundation, “Assessing the mental health of multiracial and multiethnic adults in the United States” and “Building Momentum with Organic Content Based Organizing.”


- Dr. DuPont-Reyes is the Project Director on the Robert Wood Johnson Foundation grant, “Studying prevalent mental health stigma in Spanish media to encourage help-seeking among growing young and diverse Latinx populations.”
Rachel Shelton, ScD, MPH

- Rachel Shelton was awarded the Tow Leadership Fellowship, 2021-2024, by the Dean's Office.
- Dr. Shelton has joined the American College of Surgeons Commission on Cancer (CoC) Task Force on Tobacco Treatment in Cancer Care.
- Dr. Shelton has been named Co-Director of Community Engagement Core Resource, Irving Institute CTSA.
- Rachel is Co-investigator and leading Implementation Science Methods for a new grant: Center to Improve Chronic Disease Outcomes through Multi-level and Multi-generational Approaches Unifying Novel Interventions and Training for Health Equity.
- Dr. Shelton gave the opening Keynote on Advancing Sustainability of Evidence-based Interventions for the International Society for Medication Adherence.
- Rachel Shelton received the “Distinguished Service Award” from the Society of Behavioral Medicine.
- Rachel is an invited member of the American College of Surgeons Commission on Cancer (CoC) Task Force to address tobacco treatment in cancer care.
Marni Sommer, DrPH, MSN, RN

- Marni and GATE launched a new MOOC called, “Menstruation in a Global Context: Policy and Practice.” 1,566 participants have enrolled in the MOOC.

- Building on the success of their online course, “Menstruation in a Global Context,” GATE has created a scholarship fund to provide 100 students from low- and middle-income countries with the opportunity to take the verified (certificate) track of the course.

- Susi Martinez, a recent graduate from PopFam, has joined GATE as a project coordinator.


- The GATE team and their global partners have recently developed a new resource, Priority List of Indicators for Girls' Menstrual Health and Hygiene: Technical Guidance for National Monitoring.
Christian Gloria, PhD, MA

- Dr. Gloria spoke on a panel with two Mailman students for the international *Filipino Young Leaders Program Conference*. The session was entitled, "The state of the Filipino community's mental health."

- Christian Gloria is a new member of the "National Steering Committee to inform Version 2.0 of the Public Health Learning Agenda for Systems Change."

- Dr. Gloria is a Visiting Professor of Public Health for Silliman University. Virtually, he has taught: Community Health, Health Behavior Theories, Program Planning and Evaluation.

- Christian is a member of the Mental Health Technical Working Group of the Philippine Council for Health Research & Development, Department of Science & Technology. The committee reviews federal grant applications for mental health research and programs.

- As of July 1, 2022, Dr. Gloria became the new PI/Director of the Region 2 Public Health Training Center funded by HRSA.

- In August, Christian was invited to speak at the University of San Agustin (located in Iloilo City, Philippines). This talk was entitled, "Intersections of Higher Education, Government, Healthcare, and Communities: Challenges and Opportunities of the Public Health System and Workforce Development in the Philippines."
This year, Marita and the Region 2 PHTC launched 5 new training modules focused on the Strategic Skills for Public Health Professionals. The 5 modules provide case-based examples of how to apply these skills at the state and local level.

Each year the Region 2 PHTC funds Public Health graduate and undergraduate students to complete student field placements in health departments and faculty-collaborative projects that serve medically underserved communities. So far, the Region 2 PHTC has funded 9 students working in health departments, completing community needs assessments, and providing support in pandemic response efforts, in New York, New Jersey, and Puerto Rico.

Mayela Arana, the Region 2 PHTC Associate Director, presented at the NNPHI Annual Conference in New Orleans. The presentation was titled, “HRSA-Funded PHTCs Development of a Racial Justice Competency Model for Public Health Professionals.”
Marita retired from Mailman in July 2022.

Congratulations, Marita! We'll miss you!
Welcome to our newest Lerner Faculty!

Melissa DuPont-Reyes, SMS Lerner Center Faculty

Christian Gloria, SMS Lerner Center Faculty

Ami Zota, EHS Lerner Center Affiliate
Lerner Center Faculty
Recent Publications
Gina Wingood


Rachel Shelton


Danny Giovenco


Marni Sommer


Marita Murrman


Melissa DuPont-Reyes


Lerner Center Faculty-Led Courses (2021-2022)

- 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
- Designing Public Health Interventions, Christian Gloria
- Quantitative Research Design for the Social Sciences, Christian Gloria
- 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
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

Leah Hooper, MST
Senior Director of Educational Initiatives, Office of the Dean
Associate, Department of Sociomedical Sciences

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. The instructor created a very supportive and participatory classroom environment."
Lerner Center Adjunct Faculty

New Media and Health
Carina Schmid, MPH, RN
Former Director of Global Health Programs, PCI Media
3 credits; Fridays 8:30 - 11:00; Semester 4

Communicating Health Risks to the Public
Carina Schmid, MPH, RN
Former Director of Global Health Programs, PCI Media
1.5 credits; Fridays 1:00 - 3:50; Semester 4, 2nd quarter

"Carina is an outstanding teacher. The material was interactive, relevant and engaging."
New Media & Health Certifications

During the *New Media & Health* course, all students achieve three industry-recognized certificates:

- **Hootsuite's Platform Certification**: This certification demonstrates your expertise with Hootsuite, a social media management software that helps you create content and get more followers.

- **Hootsuite’s Social Marketing Strategy Certification**: This certification provides you with practical marketing skills that can help to grow followers, engagement, and business results.

- **HubSpots Content Marketing Certification**: This certification course will give you an overview of how to become an effective content marketer.
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."
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.
Less Abortion Access Hurts Women and Children

Key Health Disparities between Adopted and Non-Adopted Children

- Adopted: 80.3%
- Non-Adopted: 85.4%

Excellent/Very Good Health
- Adopted: 21.2%
- Non-Adopted: 7.6%

Moderate/Severe Health Problems
- Adopted: 26.4%
- Non-Adopted: 8.6%

Difficulty with Social/Behavioral Development (ages 3-17)

Lasting Health Disparities for Women Who Cannot Receive Abortions

- 1st Trimester Abortion: 20%
- 2nd Trimester Abortion: 21%
- Gave Birth: 27%
- Repted Poor/Fair Health 5 Years after Pregnancy

Legal Abortions by State of Occurrence

Adoptions per Abortion by State

Visualizations created by Aaron Morrill
Tableau Certification: Tableau Desktop Specialist

Data Visualization and Storytelling prepares students to be certified as Tableau Desktop Specialists.

The Tableau Desktop Specialist certification exam is for those who have foundational skills and understanding of Tableau Desktop and approximately three months of applying this understanding in the product. Students can choose to independently take this multiple choice certification exam online.

This certification validates Tableau knowledge and skills and is a great resume builder.
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
T32 Social Determinants of Health HIV Fellows

Under the leadership of Gina Wingood, a new NIH-funded T32 on Social Determinants of HIV is now housed in the department of Sociomedical Sciences. This grant provides tuition support and a stipend to PhD and DrPH students newly admitted to the departments of SMS, BIO, POPFAM and EPI. Recruitment of trainees is structured such that 50% of students enrolled are underrepresented.

The T32 provides research training that addresses the social determinants of health and marginalizing structures that influence HIV. Trainees take coursework in the social and economic determinants of health, social epidemiology and HIV structural interventions, and participate in HIV Grand Rounds at the Columbia University Irving Medical Center.
T32 Social Determinants of Health HIV Fellows

Dana Bezuidenhout
Department of Epidemiology

Safiya Sirota
Department of Biostatistics

Anubhuti (Anu) Poudyal
Department of Sociomedical Sciences

Betselot (Bets) Wondimu
Department of Sociomedical Sciences

German Rivera-Castellar
Department of Epidemiology
Lerner Center 2022 Summer Fellow

“During the summer, I learned valuable things like how to conduct qualitative interviews, how to code for content analysis, how long the IRB process can take, and what it is like to participate in weekly lab meetings. I got to work alongside two mentors who are passionate and invested in improving the mental health of Latinx communities.

As a Lerner research fellow, I became more familiar with the research process and how our findings can impact communities through policy. I came into this position wanting to do more for our Latino communities and will continue to work on this project during the Fall semester. This experience will continue to develop my skills as a researcher and provide me with the tools to speak with members of the Latinx community as a future public health professional. I am grateful for the opportunity and will continue to devote my time to learn more before I graduate.”

Manuel Pena,
Research Fellow
Faculty Lead: Melissa DuPont-Reyes
Certified Health Education Specialist Exam (CHES)

The Health Promotion & Health Communication Certificate courses prepare students for the Certified Health Education Specialist (CHES) exam. The CHES designation signifies that an individual who has met academic preparation qualifications has successfully passed a competency-based exam and satisfies continuing education requirements to maintain the national credential. It marks the highest level of competence in the health education workforce.

The Lerner Center offers to pay exam fees ($220) for all Health Promotion and Health Communication students. About 20 students take advantage of this offer each year. With support and preparation from the Lerner Center, 100% of students who take the exam pass, the exam.
CONGRATULATIONS CLASS OF 2022

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<tr>
<th>HEALTH PROMOTION CERTIFICATE</th>
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<tr>
<td>Emily Aidoo</td>
<td>Katie Boonkrataung</td>
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CONGRATULATIONS!
Featured 2022 Health Promotion & Health Communication Graduates

Olivia Langley, Program Associate, Evaluation & Analysis Patient-Centered Outcomes Research Institute

Saehee Lee, Senior Service Designer, Enterprise Design CVS Health

Gabriella Joseph, Clinical Research Associate, AstraZeneca

Tahmid Khan, Business Development Supervisor, RXMD
Lerner Center Accomplishments, 2015 - 2022

51 Health Communication Alumni &
111 Health Promotion Alumni
*2018-2022

18 Lerner Summer Fellows

27 Industry Affiliates

10 Lunch & Learn Lectures

9 Educational Workshops & Events

2 National Conferences

2 Doctoral Students

2 Post-doctoral Students
NIH - NIGMS funded program that seeks to increase the number of historically underrepresented doctoral students with training in public health.

IMSD's ultimate goal is to develop a diverse research and scientific workforce in the biomedical and behavioral sciences.

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