

**Risk Communication Advisory Committee
February 26-27, 2009 Meeting Roster**

Chair

Baruch Fischhoff, Ph.D.

Expertise: Risk Perception and
Communication, Decision Analysis
Term: 10/01/2007 – 09/30/2011
Howard Heinz University Professor
Dept of Social and Decision Sciences
Dept of Engineering and Public Policy
Carnegie Mellon University
Pittsburgh, PA 15213-3890

Craig Andrews, Ph.D.

Expertise: Marketing Communication,
Consumer and Advertising Research
Term: 10/01/2008 – 09/30/2012
Professor and
Charles H. Kellstadt Chair in Marketing
Department of Marketing
Marquette University, 681 Straz Hall
Milwaukee, WI 53201-1881

Christine M. Bruhn, Ph.D.

Expertise: Food Safety Communication,
Risk Perception
Term: 10/01/2007 – 09/30/2011
Consumer Marketing Specialist
Director, Center for Consumer Research
University of California, Davis
Dept of Food Science and Technology
One Shields Avenue
Davis, CA 95616

Jacob DeLaRosa, M.D.

Expertise: Surgical Devices, Risk
Communication to Patients
Term: 10/01/2007 – 09/30/2011
Assistant Professor Idaho State University
Chief, Division of Cardiothoracic Surgery
Portneuf Medical Center, 777 Hospital Way
Pocatello, ID 83201

AnnaMaria DeSalva

Expertise: Public Relations, Risk/Crisis
Communication, Trust Building
Term: 10/01/2007 – 09/30/2009
Worldwide Director of Healthcare
Hill and Knowlton
New York, NY 10022

*Designated Federal Officer/
Executive Secretary*

Lee L. Zwanziger, Ph.D.

FDA/Office of the Commissioner/Office of
Policy, Planning, and Preparedness/
Office of Planning
5600 Fishers Lane, Room 14-90
Rockville, MD 20857
301-827-2895 - telephone
RCAC@fda.hhs.gov

Sokoya Finch, M.A.

Expertise: Grass-roots health
communication coordination
Term: 10/01/2008 – 09/30/2012
Executive Director
Florida Family Network
P.O. Box 6129
Tallahassee, FL 32314

Michael Goldstein, M.D.

Expertise: Behavioral Medicine, Risk and
Health Communication
Term: 10/01/2007 – 09/30/2010
Chief of Mental Health and Behavioral
Sciences Service
Providence VA Medical Center
830 Chalkstone Ave.
Providence RI 02908-4799

Sally Greenberg

Expertise: Consumer Advocacy
Term: Immediately – 09/30/2011
Executive Director
National Consumers League
1701 K. St. NW
Washington, DC 20006

Prerna Mona Khanna, M.D., M.P.H.

Expertise: Medical Broadcast Journalism,
Disaster Support
Term: 10/01/2007 – 09/30/2009
Physician Consultant, ICYou.com
Adjunct Associate Professor, University of
North Texas - Health Science Center
Lieutenant Colonel, Texas Medical Rangers
1618 Fairfax Lane
Chicago, IL 60181

Madeline Y. Lawson, M.S.

Expertise: Advocacy, Minority Health
Term: 10/01/2007 – 09/30/2010
Executive Vice President
Institute for the Advancement of
Multicultural and Minority Medicine
1701 Q. St NW
Washington, D.C. 20009

Musa Mayer, M.S., M.F.A.

Expertise: Patient Advocacy, Counseling,
Journalism
Term: 10/01/2007 – 09/30/2010
250 West 82nd Street
New York, NY 10024

John E. Paling, Ph.D.

Expertise: Risk Communication, Broadcast
Media, Risk Perception
Term: 10/01/2007 – 09/30/2009
Founder & Research Director
The Risk Communication Institute
5822 NW 91st Blvd
Gainesville, FL 32653

Ellen M. Peters, Ph.D.

Expertise: Numeracy, Risk Perception,
Decision Analysis
Term: 10/01/2007 – 09/30/2009
Senior Research Scientist
Decision Research
1201 Oak Street, Suite 200
Eugene, OR 97401

Betsy Lynn Sleath, Ph.D.

Expertise: Pharmacy, Sociology, Health
Literacy, Health Communication
Term: 10/01/2007 – 09/30/2010
Professor of Pharmaceutical Outcomes
and Policy
University of North Carolina
School of Pharmacy
Kerr Hall – CB# 7360
Chapel Hill, NC 27599-7360

*Members of the Drug Safety and Risk
Management Advisory Committee (DSARM)*

Terry C. Davis, Ph.D.

Expertise: Risk Communication
Term: 02/02/2006 - 05/31/2009
Professor
Department of Medicine & Pediatrics
Louisiana State Univ. Health Sciences Ctr
1501 Kings Highway, Room 6-212
Shreveport, Louisiana 71130

Timothy S. Lesar, Pharm.D.

Expertise: Pharmacy
Term: 10/24/2006 - 05/31/2009
Director of Pharmacy
Albany Medical Center
43 New Scotland Avenue
Albany, New York 12208

DSARM Consumer Representative

Sidney M. Wolfe, M.D.

Expertise: Internal Medicine
Term: 08/08/2008 - 05/31/2012
Director
Health Research Group of Public Citizen
1600 20th Street NW
Washington, D.C. 20009

DSARM Industry Representative

D. Bruce Burlington, M.D.

Expertise: Pharmaceutical Development
& Regulatory Affairs
Term: 06/23/2008 – 10/31/2011
Pharmaceutical Consultant
222 Kent Oaks Way
Gaithersburg, Maryland 20878

Guest Speakers for Meeting 2/26-7/2009

Carole L. Kimberlin, Ph.D.

Professor
Pharmaceutical Outcomes and Policy
University of Florida College of
Pharmacy
Box 100496
Gainesville, FL 32610

David P. Moxley, M.S.W., Ph.D., D.P.A.

Oklahoma Healthcare Authority Medicaid
Endowed Professor of Health
and Public Health
Professor of Social Work
University of Oklahoma
Norman, OK 73072

D. K. (Theo) Raynor, Ph.D.

Professor of Pharmacy Practice
Executive Chairman,
LUTO Research Ltd
Baines Wing
University of Leeds
Leeds, U. K.
LS2 9JT

Lisa Schwartz, M.D., M.S.

Outcomes Group (111B)
VA Medical Center
215 North Main Street
White River Junction, VT 05009

Almut Winterstein, Ph.D.

Associate Professor
Pharmaceutical Outcomes and Policy,
College of Pharmacy
Epidemiology and Biostatistics,
College of Public Health and Health
Professions
University of Florida
Box 100496
Gainesville, FL 32610

Steven Woloshin, M.D., M.S.

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VA Medical Center
215 North Main Street
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