

Risk Communication Advisory Committee
April 30 – May 1, 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

Michael S. Wolf, Ph.D., M.P.H.

Expertise: Health Literacy, Medication Use
Term: 10/01/2008 – 09/30/2012
Assist Prof Medicine & Learning Sciences
Director, Ctr for Communication in Health-
care, & Health Literacy and Learning
Institute for Healthcare Studies
Division of General Internal Medicine
Feinberg School of Medicine
Northwestern University
750 N. Lake Shore Drive, 10th Floor
Chicago, IL 60611