

## Curriculum Vitae

### **I. Personal Information**

Cynthia Baur, Ph.D.  
Horowitz Center for Health Literacy  
School of Public Health  
University of Maryland, College Park  
cbaur@umd.edu  
(301) 405-0388

#### I.A. Employment

*Endowed Chair and Director, Horowitz Center for Health Literacy*, School of Public Health, University of Maryland College Park, MD. Jan. 2017-present. Supervisor: Dr. Boris Lushniak, Dean, SPH/UMD, 301-405-2438, [lushniak@umd.edu](mailto:lushniak@umd.edu)

- Develop and implement the research and service agenda for the Horowitz Center
- Establish and maintain partnerships to promote and advance health literacy improvement
- Conduct health literacy research and evaluation
- Educate students and professionals about health literacy
- Disseminate health literacy information to improve public health practice

*Senior Advisor*, Health Literacy and the Plain Writing Act, Office of the Associate Director for Communication, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS), Atlanta, Georgia. March 2010-Dec. 2016.  
Supervisor: Dr. Dogan Eroglu, CDC, 404-498-6119, [dde7@cdc.gov](mailto:dde7@cdc.gov)

- Serve as health communication and health literacy subject matter expert
- Publish papers and book chapters on health communication, health literacy, and health information technology
- Design and manage health communication and health literacy projects and tools
- Implement the CDC Clear Communication Index
- Create public health communication materials using clear communication criteria
- Train health professionals in clear communication skills
- Design and measure national health communication objectives (Healthy People 2020)
- Implement and measure the effectiveness of the federal Plain Writing Act at CDC
- Analyze and report communication research

*Senior Communication Advisor*, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services, Washington, D.C. Part-time detail July 2009-June 2010.

Supervisor: Dr. Mary Jo Deering, [mdeering@starpower.net](mailto:mdeering@starpower.net)

- Design strategic communication plan for \$19 million campaign to communicate electronic health information exchange to the public

*Director*, Division of Health Communication and Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services, Atlanta, Georgia. Nov. 2006-Feb. 2010.

Supervisor: Dr. Jay Bernhardt, University of Florida, [jaybernhardt@ufl.edu](mailto:jaybernhardt@ufl.edu)

- Manage \$11 million annual budget and 3 branches (100+ staff)
- Advise the Director of the National Center for Health Marketing on strategic communication initiatives, research and evaluation
- Innovate new approaches to health communication practice
- Strategize risk communication plans and research
- Draft and edit the *National Action Plan to Improve Health Literacy*

*Team Lead*, Health Communication and e-health, Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services, Rockville, Maryland. June 2004-Nov. 2006.

Supervisor: Rear Admiral Penelope Slade-Sawyer

- Manage health communication staff and projects, including the National Health Information Center
- Design consumer health information web site, [www.healthfinder.gov](http://www.healthfinder.gov)
- Lead HHS-wide initiatives in health communication, health literacy and consumer and patient e-health
- Advise ODPHP Director on budget, personnel, priorities and policies

*Advisor*, Health Communication and e-health, Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services, Washington, D.C. July 1999-May 2004.

Supervisor: Dr. Mary Jo Deering

- Design and implement projects in health communication, health literacy and consumer and patient e-health
- Design and measure national health communication objectives (Healthy People 2010)
- Collaborate with the National Center for Education Statistics staff on new measures of adult health literacy skills
- Draft national reports on consumer and patient health communication and information technology issues
- Analyze and report health communication research

*Health Services Researcher*, Department of Family Medicine, Robert Wood Johnson Medical School, University of Medicine and Dentistry of New Jersey (UMDNJ), New Brunswick, New Jersey. Sept. 1996-June 1999.

Supervisor: Dr. Robert Like, UMDNJ, [like@umdnj.edu](mailto:like@umdnj.edu)

- Develop and conduct communication research and evaluation projects on provider-patient communication and health information technologies in clinical care, teaching and medical research

*Lecturer*, Department of Communication, Rutgers University, New Brunswick, New Jersey. Jan. 1998-June 1998 and Sept. 1995-June 1996.

- Design and teach undergraduate courses in communication

I.B. Educational Background

Ph.D. in Communication, Department of Communication, University of California, San Diego. Sept. 1995.

M.A. in Communication, Department of Communication, University of California, San Diego. Dec. 1992.

B.A. in Rhetoric, Department of Rhetoric, University of California, Davis. June 1983.

## **II. Research, Scholarly, Creative and/or Professional Activities**

### II.A. Chapters

#### II.A.1. Books

Baur C & Deering MJ. (2015). Digital health technologies for consumers, patients, and caregivers. In *Ethical Health Informatics: Challenges and Opportunities, 3<sup>rd</sup> Ed.* Harman LB and Cornelius F. (Eds.). Burlington, MA: Jones & Bartlett.

Deering MJ & Baur C. (2015). Patient portals can enable provider-patient collaboration and person-centered care. In *Information Technology for Patient Empowerment in Healthcare*, Grando MA, Rozenblum R, and Bates DW (Eds). (pp. 93-111). Boston: Walter de Gruyter Inc.

Baur C. (2012). Health information technology policy issues: Relevance and implications for ehealth applications. In *eHealth Applications: Promising Strategies for Behavior Change*, Noar SM and Harrington NG (Eds). (pp. 246-262). New York: Routledge.

Harris LM, Baur C, Donaldson MS, Lefebvre CR, Dugan E, Arayasirikul S. (2011). Health communication and health information technology: Priority issues, policy implications and research opportunities for Healthy People 2020. In *The Routledge Handbook of Health Communication, 2<sup>nd</sup> ed.* Thompson TL, Parrott R, Nussbaum JF (Eds). (pp. 482-497). New York: Routledge.

Baur C & Deering MJ. (2006). E-health for consumers, patients and caregivers. In, *Ethical Challenges in the Management of Health Information, 2nd ed.* LB Harman (Ed.). (pp. 381-401). Sudbury, MA Jones and Bartlett Publishers.

Baur CE. (2004). The Internet and health literacy: Moving beyond the brochure. In *Understanding Health Literacy: Implications for Medicine and Public Health.* JG Schwartzberg, JB Van Geest and CC Wang (Eds). (pp. 141-154). Chicago: AMA Press.

Baur C & Deering MJ. (2001). ehealth: Ethical issues for Health Information Management. In, *Health Information Management and Ethical Decision-making.* LB Harman (Ed). (pp. 255-270). Gaithersburg, MD: Aspen Publishers.

Baur C, Deering MJ & Hsu L. (2000). e-health: Federal issues and approaches. In, *The Internet and Health Communication: Experiences and Expectations.* R.E. Rice and J.E. Katz (Eds). Newbury Park, CA: Sage Publications.

#### II.A.2. Encyclopedia

Baur C. (2014). National Action Plan to Improve Health Literacy entry in the *Encyclopedia of Health Communication.* Sage Publications.

II.B. Refereed Journals

II.B.1. Refereed Journal Articles

Parmer J, Baur C, Eroglu E, Lubell K, Prue C, Reynolds B, Weaver J. (2016). Crisis and emergency risk messaging in mass media news stories: Is the public getting the information they need to protect their health? *Health Communication*, doi: 10.1080/10410236.2015.1049728.

Baur C & Prue C. (2014). The CDC Clear Communication Index is a new evidence-based tool to prepare and review health information. *Health Promotion Practice web first*. doi: 10.1177/1524839914538969.

Robinson MN, Tansil KA, Elder RW, Soler RE, Labre MP, Mercer SL, Eroglu D, et al. (2014). Mass media health communication campaigns combined with health-related product distribution: A Community Guide systematic review. *American Journal of Preventive Medicine* 47(3):360-371.

Koh HK, Baur C, Brach C, Harris LM, Rowden JN. (2013). Toward a systems approach to health literacy research. *Journal of Health Communication* 18:1-5.

Koh HK, Berwick DM, Clancy CM, Baur C, Brach C, Harris LM, Zerhusen EG. (2012). New federal policy initiatives to boost health literacy can help the nation move beyond the cycle of costly “crisis care.” *Health Affairs* web first. doi:10.1377/hlthaff.2011.1169

Baur C. (2011). Calling the nation to act: Implementing the national action plan to improve health literacy. *Nursing Outlook* 59(2):63-69.

Johnson SE, Baur C, Meissner HI. (2011). Back to basics: Why basic research is needed to create effective health literacy interventions. *Journal of Health Communication* 16(sup3):22-29.

Baur C. (2010). New directions in research on public health and health literacy. *Journal of Health Communication* 15(sup2):42-50.

Lefebvre CR, Tada Y, Hilfiker S, Baur C. (2010). The assessment of user engagement with eHealth content: The eHealth Engagement Scale. *Journal of Computer-Mediated Communication* 15(4):666-681.

Sanders LM, Shaw JS, Guez G, Baur C, Rudd R. (2009). A Health-Literate America: Where Do Children Fit In? *Pediatrics* 124(sup3):306-314.

Baur C. (2008). An analysis of factors underlying e-Health disparities. *Cambridge Quarterly of Healthcare Ethics* 17(4):417-428.

The Communication Evaluation Expert Panel, Abbatangelo-Gray J, Cole GE, Kennedy MG. (2007). Guidance for evaluating mass communication health initiatives. Summary of an expert panel discussion sponsored by the Centers for Disease Control and Prevention. *Evaluation and the Health Professions* 30(3):229-253.

The invisible barrier: literacy and its relationship with oral health. (2005). A report of a workgroup sponsored by the National Institute of Dental and Craniofacial Research, National Institutes of Health, U.S. Public Health Service, U.S. Department of Health and Human Services. *Journal of Public Health Dentistry* 65(3):174-182.

Baur C. (2000). Limiting factors on the transformative powers of e-mail in patient-physician relationships: A critical analysis. *Health Communication* 12(3):239-259.

Baur C & Deering MJ. (2000). Proposed frameworks to improve the quality of health Web sites: Review. *MedGenMed*. Sept. 26. Available at [www.medscape.com/Medscape/GeneralMedicine/journal/public/mgm.journal.html](http://www.medscape.com/Medscape/GeneralMedicine/journal/public/mgm.journal.html).

Baur C. (1994). The foundations of telegraphy and telephony in Latin America. *Journal of Communication* 44(4):9-25.

## II.B.2. Perspectives, Opinions, and Letters

Baur C & Brach C. (2013). Pharmacy research on health literacy can contribute to national goals and health care system improvements. *Research in Social and Administrative Pharmacy* 9(5):498-502.

Baur C & Ostrove N. (2011). Testing rules of thumb and the science of health literacy. *Annals of Internal Medicine* 155(2):129-130.

Baur C & Deering MJ. (2001). Commentary on "Review of Internet Health Information Quality Initiatives." In, *Journal of Medical Internet Research*. Vol. 3. Available at <http://www.jmir.org/2001/index.htm>

## II.C. Published Conference Proceedings

### II.C.1. Non-Refereed Conference Proceedings

*Improving Health Literacy for Older Adults - Expert Panel Report*. (2009). Baur C (Ed.). Atlanta, GA: Centers for Disease Control and Prevention.

## II.D. Conferences, Workshops, and Talks

### II.D.1. Keynotes

Keynote speech, *Health literate health care organizations*. University of Tennessee Medical Center Health Literacy Forum, Knoxville, Tennessee, June 2, 2017.

Keynote speech, *The importance of health literacy and its consequences for patient health*. University of Tennessee Medical Center Health Literacy Forum, Knoxville, Tennessee, Nov. 9, 2015.

Keynote speech, *Risky business: Lessons about clarity from crisis and emergency risk communications*. Institute for Healthcare Advancement health literacy conference, Irvine, California, May 7, 2015.

Keynote speech, *Health literacy as a framework for transformation*. Florida Health Literacy Summit, Orlando, Florida, March 27, 2015.

Keynote speech, *Health literacy as a framework for transformation*. Legacy Health Literacy Conference, Portland Oregon, March 7, 2014.

Keynote speech for the McGovern Award, American Medical Writer's Association, Columbus, Ohio, Nov. 9, 2013, Columbus, Ohio

Keynote speech on health literacy and health communication, Ohio Health Literacy Conference, Cleveland, Ohio, Oct. 26, 2012.

Keynote speech on health literacy and health communication, Seventh Annual Governor's Public Health Conference, Wichita, Kansas, April 23-25, 2012.

Keynote speech on health literacy and health communication, Health Literacy in Iowa: Partnering to Change Research into Action state conference, Des Moines, Iowa, April 13-14, 2012.

Keynote, *Healthy People 2020: A changing vision with implications for communication and marketing*. Social Marketing in Public Health conference, Clearwater, FL, June 20, 2009.

#### II.D.2. Invited Talks

Invited speaker, *Just talking: Why doctors are so hard to understand and what we can do about it*. Metropolitan Washington Mensa Regional Gathering, Herndon, Virginia, August 20, 2017.

Invited speaker, *Overview of community-based health literacy interventions review*. Presentation of commissioned paper for the Roundtable on Health Literacy, Health and Medicine Division, National Academies of Sciences, Engineering, and Medicine. July 19, 2017.

Invited speaker, *Institutional health literacy interventions: U.S. Examples*. WHO stakeholder meeting for the WHO Global Coordination Mechanism on the Prevention and Control of Noncommunicable Diseases, Geneva, Switzerland, (virtual presentation), June 12, 2017.

Invited speaker, *Friend me: A practitioner/researcher turned researcher/practitioner perspective*. Institute for Healthcare Advancement health literacy conference, Irvine, California, May 4, 2017.

Invited opening speaker, *A health literacy perspective on consumer health knowledge, skills, and behavior*. National Academy of Sciences workshop, Food Forum: How do communications and marketing impact consumer knowledge, skills, and behavior? Washington, DC. Sept. 3-4, 2015.

Invited speaker, Health literacy presentation, Pittsburgh Regional Health Literacy Coalition, March 2014.

Invited speaker, Health literacy presentation, Health Literacy Missouri annual meeting, Oct. 2014.

Invited speaker on health literacy, Institute of Medicine Roundtable on Health Literacy Workshop, Health Literacy: Improving Health, Health Systems, and Health Policy Around the World, New York City, New York, Sept. 24, 2012.

Invited speaker on health literacy, Public Health Agency of Canada Health Literacy meeting, Vancouver, British Columbia, March 22-23, 2012.

#### II.D.3. Refereed Posters

Baur C, Hilfiker SW, Wesley DB, Conena C. Using the CDC Clear Communication Index to assess health professionals' perspectives on clarity. Health Literacy Annual Research Conference, Bethesda, MD. Nov. 3-4, 2014.

Baur C, Parmer J, Eroglu D. How CDC is promoting a clear communication culture. National Conference on Health Communication, Marketing, and Media, Atlanta, GA. Aug. 20-22, 2013.

#### II.D.4. Refereed Panels

Baur C & Rubin D, *Putting health literacy questions on the Nation's public health report card*. Health Literacy Annual Research Conference, Bethesda, MD. Oct. 13, 2016.

#### II.D.5. Non-Refereed Panels

Panel member, *Creating a vision for health literacy's future: The research agenda*. Health Literacy Annual Research Conference, Bethesda, MD. Oct. 14, 2016.

Panel member, Equity and health literacy workshop. World Health Summit, Berlin, Germany. Oct. 11, 2015.

Panel presentation, *The national policy implications of PIAAC data for adult health literacy*. Health Literacy Annual Research Conference, Washington, D.C, Oct. 29, 2013.

#### II.E. Professional and Extension Publications

##### II.E.1. Reports and Non-Refereed Monographs

Brach C, Keller D, Hernandez LM, Baur C, Parker R, Dreyer B, Schyve P, Lemerise AJ, Schillinger D. (2012, June). *Ten Attributes of Health Literate Health Care Organizations*. Institute of Medicine Discussion Paper. Washington, DC: Institute of Medicine.

Brach C, Dreyer B, Schyve P, Hernandez LM, Baur C, Lemerise AJ, Parker R. (2012, Jan.). *Attributes of a Health Literate Organization*. Institute of Medicine Discussion Paper. Washington, DC: Institute of Medicine.

*National Action Plan to Improve Health Literacy*. (2010) Baur C (ed.). Washington, DC: U.S. Department of Health and Human Services.

Baur C. (2006). *Healthy People 2010 Health Communication (Chapter 11) Midcourse Review Chapter*. Available online at <http://www.healthypeople.gov/data/midcourse/default.htm#pubs>.

Baur C & Kanaan SB. (2006). *Expanding the Reach and Impact of Consumer e-Health Tools*. Washington, DC: U.S. Department of Health and Human Services.

Baur C. (2003). Healthy People 2010 Objective 11-4, Disclosure of Information to Assess Web site Quality, Action Plan. In, *Communicating Health: Priorities and Strategies for Progress*. Baur C (Ed). Healthy People 2010 Health Communication Action Plans. Washington, DC: U.S. Department of Health and Human Services.

*Communicating Health: Priorities and Strategies for Progress. Healthy People 2010 Health Communication Action Plans*. (2003). Baur C (Ed). Washington, DC: U.S. Department of Health and Human Services.

Baur C. (2000). Chapter 11 Health Communication Focus Area. In *Healthy People 2010*. 2<sup>nd</sup> ed. With Understanding and Improving Health and Objectives for Improving Health. 2 vols. Washington, D.C.: U.S. Government Printing Office. Nov.

II.E.2. Pre-print / Working Paper (*Not Work in Progress*)

Levine E, Baur C, Bloodgood B, Inokuchi D, Schechter C, Smith S. (2009). Evaluation Opportunities for Health Communication and Marketing Initiatives: Lessons Learned from Focused Evaluations of Small- and Medium-Sized Programs. Unpublished paper.

Baur, C & Hilfiker SW. (2006). The contribution of nutrition educators to the achievement of the *Healthy People 2010* Health Communication Objectives. Unpublished paper.

Deering MJ & Baur C. (2004). They Can't Do It Alone: Information Tools for Consumers and Patients in Health Care Reform. Unpublished paper.

II.E.3. Non-Refereed Journal Articles

Parmer J and Baur C. (2015). How CDC is promoting a clear communication culture. *Medical Writing* 24(1):9-13.

II.E.9. Non-Refereed Workshop Papers

Baur C, Martinez L, Tchangalova N, Rubin D. A review and report of community-based health literacy interventions. Commissioned paper for the Roundtable on Health Literacy, Health and Medicine Division, National Academies of Sciences, Engineering, and Medicine. July 7, 2017.

II.F. Book Reviews, Notes, and Other Contributions

II.F.1. Manuals

CDC Clear Communication Index User Guide, [www.cdc.gov/ccindex](http://www.cdc.gov/ccindex)

II.G. Completed Creative Works

II.G.1. Websites

Creator, CDC health literacy web site [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Co-creator, CDC Clear Communication Index [www.cdc.gov/ccindex](http://www.cdc.gov/ccindex)

Co-creator, [www.healthfinder.gov](http://www.healthfinder.gov) (HHS consumer health information website)

II.H. Other Research / Scholarship / Creative Activities

Creator, health literacy question module in the Behavioral Risk Factor Surveillance System (BRFSS) survey. 2015.

Co-creator, Method to measure Healthy People 2020 objective on communicating risk information to the public. 2012-2013.

Creator and co-manager, Health Communication and Health Information Technology Topic Area in Healthy People 2020; includes 13 national objectives. 2010-2016.



Co-creator, Method to measure Healthy People 2010 objective on the quality of health information websites. 2005.

Creator and manager, Health Communication Focus Area in Healthy People 2010; includes 6 national health objectives. 1999-2009.

### **III. Teaching, Extension, Mentoring, and Advising**

#### **III.A.1. Software, Applications, Online Education, etc.**

Lead developer, *Fundamentals of Communicating Health Risks*, an online course on public health risk communication concepts and examples. 2016. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Lead developer, *Writing for the Public*, an online course for public health professionals that explains health literacy principles to improve written health communication with examples. 2014. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Lead developer, *Using Numbers and Explaining Risk*, an online course for public health professionals that explains health literacy principles for numerical and risk statements with examples. 2014. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Lead developer, *Creating Easier to Understand Lists, Charts, and Graphs*, an online course for public health professionals that explains health literacy principles for displaying numerical information with examples. 2014. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Co-developer, *Speaking with the Public*, an online course for public health professionals that explains health literacy principles for oral communication with examples. 2014. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

Co-developer, *Health Literacy for Public Health Professionals*, an online course for public health professionals that introduces health literacy principles. 2008. [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

#### **III.A.2. Instructional Workshops and Seminars Established**

Established CDC Clear Communication Index workshops, webinars, and in-person demonstrations for federal and non-federal professionals. Trained more than 1000 people from 2013-2016.

Established CDC's plain language workshops to teach required plain language skills to federal staff. This workshop was required for CDC to comply with federal law. 2011-2016.

#### **III.A.3. Course or Curriculum Development**

Health literacy, graduate course in the School of Public Health, University of Maryland, College Park, Maryland, Fall 2017.

Member, CDC University Advisory Committee on Health Communication and Health Education. This committee sets the learning objectives and course offered to CDC health communication and health education staff. 2013-2016.

### III.B. Professional and Extension Education

#### III.B.1. Workshops

CDC Clear Communication Index Pre-Conference Workshop, National Oral Health Conference, Cincinnati, OH. 2016.

CDC Clear Communication Index Pre-Conference Workshop, CDC Summit on Environmental Health and Hazards, Atlanta, GA. 2016.

CDC Clear Communication Index Pre-Conference Workshops (with Dr. Christine Prue, CDC), National Conference on Health Communication, Marketing, and Media, Atlanta, GA. 2013-2015.

CDC Clear Communication Index Workshop, 2015 Preparedness Summit, National Association of County and City Health Officials (NACCHO), Atlanta, GA. 2015.

CDC Clear Communication Index Workshop, Wisconsin Health Literacy Summit. Madison, WI. 2015.

Making an Organizational Health Literacy Plan, Wisconsin Health Literacy Summit, Madison, WI. 2015.

CDC Clear Communication Index Workshop, CDC National Center for Environmental Health grantee meeting. Atlanta, GA. 2015.

Health literacy workshops, ACHMA, the College of Behavioral Health Leadership Annual Meeting. 2015.

Health literacy workshops, North Carolina Council of Community Programs. 2015.

Health literacy webinar, Public Responsibility in Medicine and Research. 2015.

Health literacy webinar, APHA Health Communication Matters series. 2015.

Health literacy resources for behavioral health webinar, National Association of County Behavioral Health and Developmental Disabilities Directors. 2015.

Health Literacy Pre-Conference Workshops, National Conference on Health Communication, Marketing, and Media. Atlanta, GA. 2009-2013.

### **IV. Service and Outreach**

#### IV.A. Editorships, Editorial Boards, and Reviewing Activities

##### IV.A.1. Editorships

Practice Section Editor, *HLRP: Health Literacy Research and Practice*, 2016-present.

##### IV.A.2. Reviewing Activities for Journals and Presses

Reviewer for *American Journal of Public Health*, *Journal of Health Communication*, *Health Communication*, *Journal of Public Health Dentistry*, *Health Promotion and Behavior*, *Preventing Chronic Disease*, *BMC Health Services Research*

### IV.A. 3. Reviewing Activities for Conferences

Abstract reviewer, National Conference on Health Communication, Marketing, and Media. 2008-2015.

Abstract reviewer, Health Literacy Annual Research Conference. 2010-present.

### IV.B. Committees, Professional & University Service

#### IV.B.1. Offices and Committee Memberships

Member, Maryland Center for Health Equity Community Research Advisory Board (MD-CRAB), 2017.

Member, Research Committee, Department of Behavioral and Community Health, School of Public Health, University of Maryland, 2017.

Member, Curriculum revision committee, School of Public Health, University of Maryland, 2017.

Member, National Advisory Committee on Health Literacy in Dentistry, American Dental Association. 2015-present.

Member, Institute for Healthcare Advancement Health Literacy Job Analysis Task Force. 2016.

Founder and co-chair, U.S. Department of Health and Human Services Health Literacy Workgroup. 2003-2016.

Member, Centers for Disease Control and Prevention (CDC) Pandemic Influenza Preparedness Communication Steering Committee, 2010-2016.

Centers for Disease Control and Prevention (CDC) ex officio member, Federal Advisory Committee Consumer Workgroup, Office of the National Coordinator for Health Information Technology, U.S. Department of Health and Human Services. 2014-2015.

Centers for Disease Control and Prevention (CDC) ex officio member, Federal Advisory Committee for Consumer Empowerment, Office of the National Coordinator for Health Information Technology, U.S. Department of Health and Human Services. 2013-2014.

Evaluation expert panel member, Department of Defense Real Warrior campaign. 2011.

Founder and chair, Centers for Disease Control and Prevention Health Literacy Council. 2011-2016.

Committee member, National Oral Health Literacy Advisory Committee. 2007-2009.

Member, Centers for Disease Control and Prevention (CDC) Communication Evaluation Expert Panel. 2004.

Member, Health Literacy Workgroup sponsored by the National Institute of Dental and Craniofacial Research, National Institutes of Health. 2004.

U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion ex officio member, National Cancer Institute Centers of Excellence in Cancer Communication Advisory Group. 2000-2004.

U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion junior staff, National Committee on Vital and Health Statistics National Health Information Infrastructure Workgroup of the National Committee on Vital and Health Statistics. 2000-2004.

Founding member, Georgia Alliance for Health Literacy.

Founding member, presenter, reviewer, workshop planning committee member, paper co-author for the Institute of Medicine Roundtable on Health Literacy.

#### IV.B.2. Leadership Roles in Meetings and Conferences

Planning committee member, Wisconsin Health Literacy Biennial Summit. 2017, 2015, 2013, 2011.

Planning committee member (2016); panel organizer and moderator (2014), Institute for Healthcare Advancement Annual Health Literacy Conference.

Planning committee member, National Conference on Health Communication, Marketing, and Media, Atlanta, Georgia. 2008-2015.

Practice Track Co-chair, National Conference on Health Communication, Marketing, and Media, Atlanta, Georgia. 2013-2015.

Planning committee member, Florida Cancer, Culture, and Literacy Conference. 2012, 2010.

Planning committee member, National Cardiovascular Health Conference. 2002.

#### IV.C. External Service and Consulting

##### IV.C.1. Corporate and Other Board Memberships

Board member, Health Literacy Missouri, St. Louis, Missouri. 2009-2011.

##### IV.C.2. Consultancies

Unpaid consultant on health literacy to the American Dental Association. 2009-2015.

Liaison from the U.S. Department of Health and Human Services to the U.S. Department of Education, health literacy subject matter expert for the health literacy component of the 2003 National Assessment of Adult Literacy (NAAL). 1999-2006.

#### IV.D. Service Awards and Honors

Health Literacy Hero 2015, Institute for Healthcare Advancement. Given for championing health literacy and advocating for its inclusion in the national healthcare dialogue.

Cecilia and Leonard Doak Health Literacy Champion Award 2013. Given by Health Literacy Missouri, St. Louis, Missouri in recognition of national leadership in health literacy.

McGovern Award 2013. Given by the American Medical Writers Association in recognition of leadership in the areas of health communication, health literacy and risk communication.