

2nd National *Steps to a HealthierUS* Summit

**April 29–30, 2004
Baltimore Marriott Waterfront Hotel
Baltimore, Maryland**

Dear Colleagues:

Welcome to the 2004 National *Steps to a HealthierUS* Summit.

It hardly seems like a year has passed since we gathered to address the nation's chronic disease epidemic and I introduced *Steps to a HealthierUS*, the Department of Health and Human Service's (HHS's) prevention initiative. This summit represents the next step in our efforts to prevent chronic diseases, such as obesity, diabetes, asthma, heart disease, stroke, and cancer, by addressing the risk factors that cause them, namely, tobacco use, physical inactivity, and poor nutrition.

We must remain steadfast in our commitment to prevention, reminding Americans everyday that our nation's health is at risk. Recent research indicates that deaths due to poor diet and physical inactivity are up 33 percent in the past decade. Poor diet and physical inactivity are on the verge of surpassing tobacco use as the leading preventable cause of death in America. Although the problem is vast, the solution is achievable through research, education, and collaboration.

Leading scientists at HHS's renowned institutions and centers have rallied around the cause of prevention. HHS just launched a national public service awareness and education campaign, "Healthy Lifestyle and Disease Prevention," which encourages American families to take small, manageable steps within their current lifestyle—versus drastic changes—to ensure effective, long-term weight control. On the local level, the *Steps to a HealthierUS* grants program is supporting communities across the country and, I am happy to report, will be expanded in the coming year.

This summit brings together the very people who can make a difference on a Federal, state, and local level—providers and practitioners, educators and policymakers, community and industry leaders. It builds on the President's *HealthierUS* initiative, addressing the key areas of physical activity, nutrition, preventive screenings, and healthy choices. Be sure to visit the innovative technologies we are showcasing and the peer-reviewed poster exhibit to round out your summit experience. Over the next 2 days, you will learn about tangible ways to make a difference in your own health, as well as that of your communities and organizations.

Thank you for your time, participation, and dedication to building a healthier nation.

Tommy G. Thompson
Secretary
U.S. Department of Health and Human Services

General Information

Summit Check-In

Check in at the summit registration and information desk, located in the Grand Ballroom Foyer West area and the Harborside Foyer area, at the following times:

Wednesday, April 28

1 p.m. to 8 p.m.

Thursday, April 29

7 a.m. to 5 p.m.

Friday, April 30

7 a.m. to 5 p.m.

Conference Goals

- Establish the preeminent platform for an annual “State of the Nation’s Health” assessment on the latest research, economics, trends, and technology related to the President’s *HealthierUS* initiative and chronic disease prevention and health promotion.
- Bring together the foremost authorities on prevention, science, state and local policy, and effective intervention programs.
- Expand community outreach efforts and effective strategies for building private-public collaborations to support chronic disease prevention and behavioral change.
- Gain access to the best “how to” learning resources, best practices, and implementation methods to help make a difference in communities.
- Provide continuing education credits for health professionals and students.

Daily Activities

Exercise Classes

Sign up at the registration desk for free 6:30 a.m. morning exercise classes in the Harborside Ballroom. Don your workout clothes and join Denise Austin on Thursday morning for a Pilates class and Reggie Freeman on Friday morning for a fun-filled aerobics class. These classes will be geared for all fitness levels. More information is included in your registration package.

Exhibits

Visit the exhibits, located on the Grand Foyer West and Harborside Foyer, for information on cancer, diabetes, heart disease and stroke, physical activity, food and nutrition, mental health, and much more.

Technology Showcase

Secretary Thompson's first Technology Showcase, located in Grand Ballroom Salons I-IV, will feature the latest digital technologies and interactive health communication applications that support chronic disease prevention and management and help consumers take greater responsibility for their health. You can "test drive" these innovative applications throughout both days of the summit from 7:00 a.m.–5:00 p.m. Several presentations will be scheduled in the Technology Showcase area. See the agenda for more details.

Poster Presentations

Poster presentations with the authors will be on display in the Dover room from 7 a.m. to 5 p.m. on Thursday and from 7 a.m. to 3 p.m. on Friday.

Continuing Education Credits

The concurrent workshops of the summit have been approved for continuing education credits through the CDC/ATSDR Training and Continuing Education Online.

Credit will be given only to those who register online, attend the workshops, and complete the online evaluation process. Please inquire at the registration desk for more information. Request an evaluation book, which will assist you with the various steps in the process. There is no additional charge for continuing education credits.

Conference Highlights

Day 1

Keynote

Dr. R. Sanders Williams, dean of Duke University's School of Medicine, will present his vision for a prospective healthcare system that emphasizes prevention of chronic diseases.

Plenary Sessions

A morning plenary session on physical activity, moderated by Surgeon General Richard Carmona, will feature presentations by Dorothy Richardson and Charlene Burgeson that showcase efforts in the Federal sector and schools to encourage Americans to exercise.

The afternoon plenary session on nutrition, moderated by Acting FDA Commissioner Lester Crawford, will feature presentations by Barbara Schneeman, Harvey Fineberg, and Sally Squires covering the issue from the scientific, policy, and media perspectives.

Luncheon Address

Maryland Governor Robert Ehrlich will give welcoming remarks at the luncheon in the Harborside Ballroom. HHS Secretary Tommy G. Thompson will update conference participants on his *Steps to a HealthierUS* Initiative and his vision for a healthier nation.

Day 2

Keynote Address

Dr. Joxel García, Deputy Director of PAHO, will present an international health perspective on prevention.

Plenary Sessions

The morning session on healthy choices will be moderated by CDC Director Julie Gerberding and will feature presentations by Reed Tuckson, Delaware Lieutenant Governor John Carney, and Barbara Quaintance. Perspectives from a health plan, a state, and one of the nation's largest nonprofit organizations will be presented.

The afternoon session on preventive screenings will be moderated by NIH Director Elias Zerhouni. Presentations from three of the chronic disease-focused voluntary agencies will showcase their latest prevention initiatives.

Luncheon Address

Arkansas Governor Mike Huckabee will motivate conference participants with a description of how his vision for a Healthy Arkansas was put into practice.

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Conference at a Glance

Wednesday, April 28

1:00 p.m.–8:00 p.m. **Registration**

Thursday, April 29

6:30 a.m.–7:00 a.m.	Pilates Class with Denise Austin	Harborside Ballroom A-B
7:00 a.m.–5:00 p.m.	Exhibits	Grand Ballroom Foyer/ Harborside Foyer
	Poster Presentations	Dover
	Technology Showcase	Grand Ballroom Salons I-IV
7:00 a.m.–8:00 a.m.	Registration/Continental Breakfast	Grand Ballroom Foyer
8:00 a.m.–9:00 a.m.	Opening Session/Keynote Address	Grand Ballroom
9:00 a.m.–10:00 a.m.	Plenary Presentation— Physical Activity	Grand Ballroom
10:00 a.m.–10:30 a.m.	Break	
10:30 a.m.–12:00 p.m.	Concurrent Workshops	
	(A1) Physical Activity in Communities	Essex
	(A2) Schools Can Play a Critical Role in Preventing Disease	Laurel
	(A3) Accelerating Change Through Integration: The Steps Community Grant Program	Waterview
	(A4) Getting the Message Out: Health Communication and Health Literacy	Grand Ballroom Salons VII-X
	(A5) Prevention Efforts Aimed at Reducing Cardiovascular Disease	Kent
10:30 a.m.–12:00 p.m.	Technology Showcase Presentations	Grand Ballroom Salons I-IV

12:30 p.m.–2:00 p.m.	Lunch	Harborside Ballroom
2:00 p.m.–3:00 p.m.	Plenary Presentation—Nutrition	Grand Ballroom
3:00 p.m.–3:30 p.m.	Break	
3:30 p.m.–5:00 p.m.	Concurrent Workshops	
	(B1) Community Efforts To Improve Nutrition	Kent
	(B2) Prevention and Control of Diabetes	Essex
	(B3) Addressing the Obesity Epidemic	Grand Ballroom Salons VII-X
	(B4) Reducing Health Disparities: Programs That Are Making a Difference	Waterview
	(B5) Worksite Health Promotion Programs That Work	Laurel
3:30 p.m.–5:00 p.m.	Technology Showcase Presentations	Grand Ballroom Salons I-IV

Friday, April 30

6:30 a.m.–7:00 a.m.	Aerobics Class With Reggie Freeman	Harborside Ballroom A-B
7:00 a.m.–5:00 p.m.	Exhibits	Grand Ballroom Foyer/ Harborside Foyer
	Technology Showcase	Grand Ballroom Salons I-IV
7:00 a.m.–3:00 p.m.	Poster Presentations	Dover
7:00 a.m.–8:00 a.m.	Registration/Continental Breakfast	Grand Ballroom Foyer/ Harborside Foyer
8:00 a.m.–8:30 a.m.	Opening Session/ Keynote Address	Grand Ballroom
8:30 a.m.–9:30 a.m.	Plenary Presentation— Healthy Choices	Grand Ballroom
9:30 a.m.–10:00 a.m.	Break	

10:00 a.m.–11:30 a.m.	Concurrent Workshops	
(C1)	Programs That Work for Reducing Youth Risk-Taking Behavior	Essex
(C2)	Asthma Prevention and Control	Kent
(C3)	Healthy Aging	Laurel
(C4)	What’s New in Information and Communication Technology	Waterview
(C5)	Helping Kids Make Healthy Choices	Grand Ballroom Salons VII-X
10:00 a.m.–11:30 a.m.	Technology Showcase Presentations	Grand Ballroom Salons I-IV
12:00 p.m.–1:30 p.m.	Lunch	Harborside Ballroom
1:30 p.m.–2:30 p.m.	Plenary Presentation—Preventive Screening	Grand Ballroom
2:30 p.m.–3:00 p.m.	Break	
3:00 p.m.–4:30 p.m.	Concurrent Workshops	
(D1)	Preventive Screening	Essex
(D2)	The Economics of Investing in Prevention	Grand Ballroom Salons VII-X
(D3)	Cancer Control and Prevention	Kent
(D4)	The Mental Health-Chronic Disease Connection	Waterview
3:00 p.m.–4:30 p.m.	Technology Showcase Presentations	Grand Ballroom Salons I-IV
4:30 p.m.–5:00 p.m.	Wrapup	Grand Ballroom

Agenda

Thursday, April 29

8:00 a.m.–9:00 a.m.	<p>Opening Session</p> <p>Warm-Up Exercises—Denise Austin Member, President’s Council on Physical Fitness and Sports</p> <p>Welcome—Cristina V. Beato, M.D., FAAFP Acting Assistant Secretary for Health, U.S. Department of Health and Human Services</p>	<p>Grand Ballroom</p> <p>Harborside Ballroom A-B</p> <p>Grand Ballroom</p>
8:30 a.m.–9:00 a.m.	<p>Keynote Address—R. Sanders Williams, M.D. Dean, School of Medicine, Duke University <i>Prospective Health Care: The Next Healthcare Transformation</i></p>	<p>Grand Ballroom</p>
9:00 a.m.–10:00 a.m.	<p>Plenary Presentation—Physical Activity</p> <p>Moderator Richard H. Carmona, M.D., M.P.H., FACS, VADM U.S. Surgeon General, Public Health Service, U.S. Department of Health and Human Services</p> <p>Presenters/Speakers Dorothy G. Richardson, M.D. Vice Chair, President’s Council on Physical Fitness and Sports</p> <p>Charlene R. Burgeson Executive Director, National Association for Sport and Physical Education</p> <p>John M. Clymer President, Partnership for Prevention</p>	<p>Grand Ballroom</p>
10:00 a.m.–10:30 a.m.	<p>Break</p>	

Concurrent Workshops

10:30 a.m.–12:00 p.m.

(A1) Physical Activity in Communities

Essex

Moderator

Melissa Johnson, M.S.

Executive Director, President's Council on Physical Fitness and Sports

Presenters/Speakers

Margaret J. Giannini, M.D., FAAP

Director, Office on Disability, U.S. Department of Health and Human Services

Laura M. Simonds, M.S., M.Ed.

Executive Director, Partnership to Promote Healthy Eating and Active Living

Tamara Baker, R.N., B.S.N.

Community Health Nurse Specialist, Pike County Hometown Hikers

Tim Lane, M.A.

Fitness Consultant, Iowa Department of Public Health

Jeanne Chiquoine and

Marian K. Hay, MSPH, CHES

*Christiana Care Health System,
American Cancer Society*

Physical activity is one of the four pillars of the President's *HealthierUS* initiative to help Americans lead healthier lives. Despite the proven benefits, only 15 percent of adults engage in regular physical activity. The presenters will describe the unique attributes of community outreach programs that encourage physical activity. The strategies used for interdisciplinary collaboration include public-private partnerships and provision of inexpensive incentives. Margaret Giannini will discuss the challenges for engaging disabled populations in physical activity. The presentation by Laura Simonds will provide background on America on the Move (AOM)—a national community-based initiative that provides simple, enjoyable resources to children and adults for making small changes in daily physical activity and eating patterns. The presentation on Hometown Hikers by Tamara Baker will offer participants a glimpse of how Pike County in Arkansas implemented a successful walking and educational project using a cost-free approach and a group support atmosphere. Tim Lane will describe the "Lighten Up Iowa" program, which used a team approach to encourage Iowans to be more active and/or lose weight. More than 1,100 teams competed, covering more than 2,500,000 miles and losing more than 22 tons of weight. The presentation by Jeanne Chiquoine and Marian Hay will discuss how community partners came together in Delaware to implement the Lieutenant Governor's Challenge. Lt. Governor John Carney will discuss his effort further in the healthy choices plenary session on Friday morning.

10:30 a.m.–12:00 p.m.

**(A2) Schools Can Play a Critical Role
in Preventing Disease**

Laurel

Moderator

Dana Carr

*Office of Safe and Drug-Free Schools,
U.S. Department of Education*

Presenters/Speakers

Paula I. Threadgill, Ph.D.

*Northwest District Director/Family and
Youth Administrator, Mississippi State
University Extension Service*

Alicia Moag-Stahlberg, M.S., R.D., L.D.

Executive Director, Action for Healthy Kids

Patricia Newcomb, R.N.

*Director, State Programs,
Delmarva Foundation, Inc.*

Jeanne P. Goldberg, Ph.D., R.D.

*Professor of Nutrition, Friedman School of
Nutrition Science and Policy, Tufts University*

This workshop will focus on the role schools can play in implementing both local and statewide campaigns to combat obesity in youth. Paula Threadgill will describe a 10-week innovative pilot project conducted in the five Mississippi Delta schools. The project was designed to help youths in grades K through 2 learn the importance of proper food choices (specifically 5-a-day, calcium-rich, and low-fat foods) and regular physical activity for a healthy lifestyle. In the presentation on Action for Healthy Kids, Alicia Moag-Stahlberg will highlight collaborative state-level, school-based action plans from the District of Columbia, Pennsylvania, and Delaware for helping kids make healthy choices. Patricia Newcomb will provide an overview of how selected Delaware schools used the results of findings from focus group research to develop a healthy lifestyles social marketing program, involving both students and health professionals. Details of their prior research and current program will be presented. The BONES Project, which will be presented by Jeanne Goldberg, is a research-based intervention with first- through third-graders attending afterschool programs. The curricular materials are being used in a school-based intervention program funded by CDC that focuses on prevention of overweight in young children.

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10:30 a.m.–12:00 p.m.

Waterview

(A3) Accelerating Change Through Integration: The STEPS Community Grants Program

Moderator

James S. Marks, M.D., M.P.H.

Director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Presenters/Speakers

Frances Kaplan, M.P.H.

Steps Program Manager, Arizona Department of Health Services

Rick Haverkate, M.P.H.

Steps Program Coordinator and Director of Health Services, Inter-Tribal Council of Michigan

Dalton G. Paxman, Ph.D., M.A.

Regional Health Administrator, HHS Region III Office (Philadelphia)

A centerpiece of the *Steps to a HealthierUS* initiative is a 5-year cooperative agreement program to improve the lives of Americans through innovative and effective community-based chronic disease prevention and control programs. In fiscal year 2003, \$13.6 million was awarded to 12 applicants representing 15 small cities or rural communities, 1 tribal consortium, and 7 large cities. These 23 communities are working to implement community action plans to reduce health disparities and promote quality health care and prevention services. In fiscal year 2004, with \$44 million available, HHS will increase funding to existing *Steps* communities, fund additional communities, and provide funding to one or two national organizations to enhance the capacity of *Steps* communities. This workshop will highlight the efforts of three of the current grantees. The discussion will include the strategies of a *Steps*-funded state (Arizona) to expand an existing community intervention program to include school and healthcare interventions by building capacity through the integration of new and existing public health programs, partnerships, and coalitions. The Inter-Tribal Council of Michigan presentation will focus on integration and implementation of community action plans across different tribal communities. The city of Philadelphia will highlight how a local Girl Scout event was used to introduce the *Steps* concepts.

10:30 a.m.–12:00 p.m.

(A4) Getting the Message Out: Health Communication and Health Literacy

Grand Ballroom Salons VII-X

Moderator

Carter R. Blakey

Public Health Advisor, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services

Presenters/Speakers

Patrick Koepl, M.A.

Vice President, Matthews Media Group, Inc.

Sokoya Finch, M.Ed.

Executive Director, Florida Family Network, Inc.

Kevin Hatcher

Coordinator of Special Programs, Maryland Department of Health and Mental Hygiene

Fred B. Wood, D.B.A., M.B.A.

Computer Scientist, National Library of Medicine

Health communication is critical for people’s exposure to, search for, and use of health information. Health literacy concerns the capacity of individuals to obtain, process, and understand basic health information and services to make appropriate health decisions. This workshop will examine four different approaches to community-based health communication, with a focus on the improvement of health literacy among minorities and women. The “Pick Your Path to Health” national campaign from HHS’s Office on Women’s Health delivers health messages to women through a number of educational materials and communication channels. Patrick Koepl from Matthews Media Group—the communication firm that developed and is implementing the campaign—will describe the implementation methods, required resources, and lessons learned about how to conduct communication campaigns at the local level. Sokoya Finch of the Florida Family Network will describe how to develop and use fotonovelas as health literacy tools to improve patient outcomes and reduce health disparities among low-income, low-literacy populations. Kevin Hatcher will discuss the impact of “The Healthy Life Show” and the use of radio as a cost-effective means of disseminating chronic disease prevention information to at-risk populations. Fred Wood will present the lessons learned from HHS’s National Library of Medicine project on how to develop partnerships and strategies for improving access to health information on the Internet for American Indians and Alaska Natives.

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10:30 a.m.–12:00 p.m.

(A5) Prevention Efforts Aimed at Reducing Cardiovascular Disease

Kent

Moderator

Barbara Alving, M.D.

*Acting Director,
National Heart, Lung, and Blood Institute,
National Institutes of Health*

Presenters/Speakers

Elaine N. Turner, B.S.N., R.N.

*Community Education Specialist,
Northeast District Department of Health*

Janet M. Brooks, M.Ed.

*Vice President, National Minority Initiatives,
American Heart Association*

Ann M. Taubenheim, Ph.D., M.S.N.

*Coordinator, Women's Heart Health
Education Initiative, National Heart,
Lung, and Blood Institute*

Tricia Collins, R.D., L.N., A.C.E.

*Wellness Community Programmer,
Arlington County Department of Parks,
Recreation, and Community Resources*

Heart disease and stroke account for more than 40 percent of all deaths each year. They are the first and third leading causes of death for both men and women, respectively. By making healthy food choices, getting regular exercise, and not smoking, Americans can significantly decrease their risk of cardiovascular disease. This workshop will describe successful techniques for empowering community-based coalitions to reduce cardiovascular risk. Elaine Turner will describe how “Healthy Hearts Northeast” coalition members in rural towns across Connecticut utilized an “envisioning” exercise to increase physical activity, improve nutrition, and attract community partners. Janet Brooks will discuss the evolution of the American Heart Association’s Search Your Heart Initiative, which started in 1996 as a church-based hypertension program to identify and refer undiagnosed hypertensive patients. Ann Taubenheim will present the results of the Red Dress project, a national public awareness campaign for women about heart disease. Tricia Collins will present some innovative ideas from Arlington County, Virginia’s Hearts N’ Parks Program. The county is attempting to reduce obesity and coronary artery disease among its citizens through the use of recreational facilities, parks, and community programs.

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10:30 a.m.–12:00 p.m. Technology Showcase

Welcome to Secretary Tommy G. Thompson's first Technology Showcase, featuring the latest digital technologies and interactive health communication applications that support chronic disease prevention and management and help consumers take greater responsibility for their health. You can "test drive" these innovative applications throughout both days of the summit. This panel is one of four scheduled to take place in the Technology Showcase area.

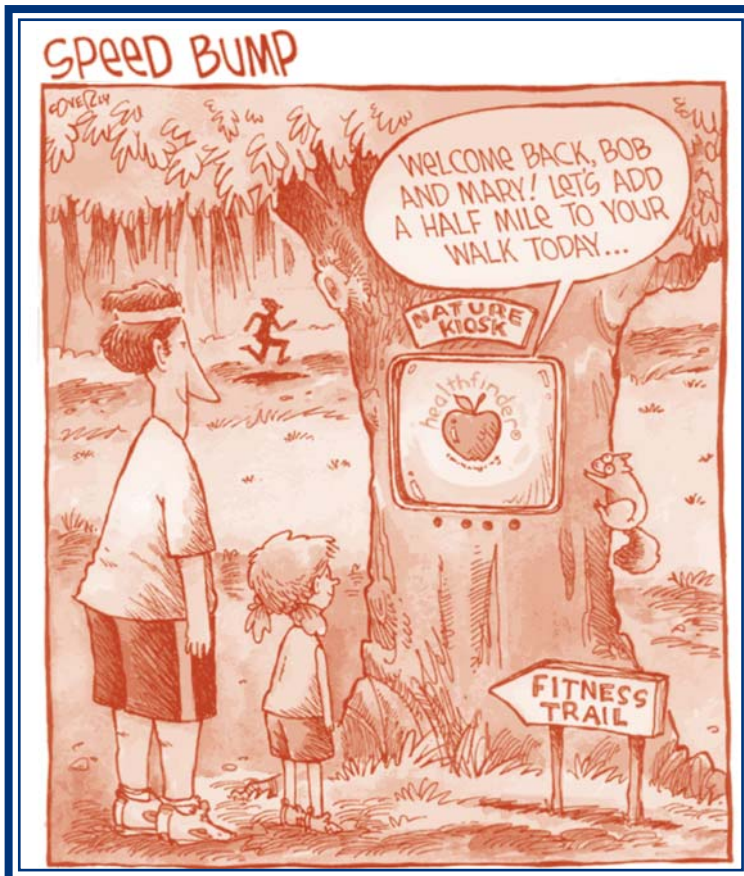
Technology Showcase Location

- Grand Ballroom, Salons I-IV

Technology Showcase Hours

- Thursday, April 29, 7:00 a.m.–5:00 p.m.

**For more information,
please refer to
Exhibitor/Technology
Showcase Program**



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10:30 a.m.–12:00 p.m. Technology Showcase Panel 1

Moderator

Janelle Guirguis-Blake, M.D., *Medical Officer, U.S. Preventive Services Task Force, Agency for Healthcare Research and Quality*

Presenters/Speakers

Meg Wise, Ph.D., M.S., *Assistant Scientist, Center for Health Systems Research and Analysis, University of Wisconsin, Madison, High Tech and High Touch, From The Beginning: Discoveries From the CHES (Comprehensive Health Enhancement Support System) Project*

Showcase Table: 18

Michael F. Roizen, M.D., *Professor of Medicine and Anesthesiology, SUNY Upstate Medical School; Chair, Scientific Advisory Board, RealAge, Inc., RealAge: Motivating Healthy Behavior With Email*

Showcase Table: 12

Marge Tripp, *Director, Community Health Promotion Division, Williamson County and Cities Health District, Using Geographic Information Systems (GIS) To Address Overweight, Obesity, and the Need for Physical Activity*

Showcase Table: 8

Joseph V. Henderson, M.D., *Professor, Community and Family Medicine, Dartmouth Medical School; Director, Interactive Media Laboratory, Dartmouth College, Smoking Cessation in Pregnancy: A Virtual Mini-Fellowship for Clinicians*

Showcase Table: 5

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12:30 p.m.–2:00 p.m.

Lunch

Harborside Ballroom

Speakers

Robert L. Ehrlich, Jr.
Governor of Maryland

Tommy G. Thompson

Secretary, U.S. Department of Health
and Human Services

2:00 p.m.–3:00 p.m.

Plenary—Nutrition

Grand Ballroom

Moderator

Lester M. Crawford, D.V.M., Ph.D.
Acting Commissioner, Food and
Drug Administration

Presenters/Speakers

Barbara O. Schneeman, Ph.D.
Professor, Department of Nutrition
University of California, Davis

Harvey V. Fineberg, M.D., Ph.D.
President, Institute of Medicine

Sally Squires, M.S., M.S.
Medical and Health Writer,
Washington Post's Lean Plate Club

3:00 p.m.–3:30 p.m.

Break

Concurrent Workshops

3:30 p.m.–5:00 p.m.

(B1) Community Effort To Improve Nutrition

Kent

Moderator

Beth Johnson, M.S., R.D.

Senior Advisor, U.S. Department of Agriculture

Presenters/Speakers

James Hersey, Ph.D.

Senior Evaluation Scientist, RTI International

Joan B. Sechrist, M.S., R.D.

Health Educator, Sentara Healthcare

Shahla M. Wunderlich, Ph.D., R.D., FACN

*Professor, Department of Human Ecology,
Montclair State University*

Roger L. Greenlaw, M.D., FACP/G, ABHM

*Medical Director, Swedish/American Center for
Complementary Medicine*

Nutrition is one of the four pillars of the President's *HealthierUS* initiative to help Americans lead healthier lives. This workshop will discuss the use of sustained and effective social marketing programs to improve nutrition in targeted populations, including applying strategies for evaluation of behavioral change. James Hersey will present the results of a 7-year longitudinal evaluation of statewide nutrition education networks in 22 states, funded jointly by states and the Food Stamp Program. These programs used social marketing concepts to provide nutrition education to low-income populations. Joan Sechrist will discuss the impact of the "Eating for Life" video series on more than 2,000 Sentra HealthCare insured members and employees. The program is based on the USDA–HHS Dietary Guidelines for Americans. Shahla Wunderlich will report on an evaluation of the nutritional status of participants in a northern New Jersey county congregate-sites meal program. These programs provide a social environment in which meals can be shared and enjoyed as well as an important opportunity for nutritional education and counseling. Roger Greenlaw will present an overview of a randomized clinical trial of the Coronary Health Improvement Program—an intensive educational and behavior change program designed to teach participants why good nutrition and physical activity are important and how to adopt and maintain these healthy behaviors.

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3:30 p.m.–5:00 p.m.

(B2) Prevention and Control of Diabetes

Essex

Moderator

Judith E. Fradkin, M.D.

Director, Division of Diabetes, Endocrinology, and Metabolic Diseases, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health

Presenters/Speakers

Tammy L. Brown, M.P.H., R.D., BC-ADM, C.D.E.

Nutrition Consultant, Indian Health Service National Diabetes Program

Thomas J. Hoerger, Ph.D.

Senior Economist, RTI International

Claresa Levetan, M.D.

Professor/Chief, Division of Endocrinology, American Association of Clinical Endocrinologists

Joanne Gallivan, M.S., R.D.

Director, National Diabetes Education Program, National Institutes of Health

Diabetes is a serious, costly disease that is on the rise. Currently, 18.2 million Americans have diabetes. Of these, 5.2 million are unaware that they have the disease. Type 2 diabetes can be prevented or managed successfully through a healthy diet and moderate exercise. This workshop will highlight cost-effective strategies for diabetes prevention and treatment programs with a focus on reaching minority communities. Tammy Brown will discuss how the Indian Health Service evaluated the Special Diabetes Program for Indians and how it used the results of the evaluation to refocus funding to better target efforts. Thomas Hoerger will present a model for evaluating the cost-effectiveness of programs to prevent diabetes and its complications. The results will be useful for planners designing diabetes interventions and for policymakers deciding whether to fund such interventions. Claresa Levetan will discuss an interactive Web site that the American Association of Clinical Endocrinologists is providing, at no cost, to help patients with diabetes drop their hemoglobin A1c. Joanne Gallivan's presentation will highlight available awareness and intervention tools developed by the National Diabetes Education Program for its Small Steps, Big Rewards campaign.

3:30 p.m.–5:00 p.m.

(B3) Addressing the Obesity Epidemic

Grand Ballroom Salons VII-X

Moderator

Robert E. Brackett, Ph.D.

*Director, Center for Food Safety
and Applied Nutrition,
Food and Drug Administration*

Presenters/Speakers

Marian Levy, Dr.P.H., R.D.

*Associate Director, Health Promotion
and Grants Management, Children's
Foundation Research Center of Memphis,
University of Tennessee, Health Science Center*

Sylvia Stevens-Edouard, M.S.

*Director of Community Relations,
Blue Cross/Blue Shield of Massachusetts*

Shauna P. Hicks, M.H.S.

*Special Assistant to the Deputy
Commissioner for Health Services,
South Carolina Department of
Health and Environmental Control*

Obesity is the nation's newest health epidemic. An estimated 129.6 million Americans—or 64 percent—are overweight or obese. Obesity and overweight have been shown to increase the risk for developing type 2 diabetes, heart disease, and some forms of cancer and other disabling medical conditions. This workshop will show how several campaigns to address obesity were developed and evaluated. A special focus will be minority population groups, children, and women. Marian Levy will discuss Para los Niños, a program designed to reduce overweight and diabetes risk in Hispanic/Latino children through soccer and nutrition sessions held at school sites three times a week. Parents joined the children on Saturday afternoons to discuss the children's lessons. Sylvia Stevens-Edouard will describe Jump Up and Go!, a Blue Cross/Blue Shield of Massachusetts program that also targets childhood obesity. The importance of enlisting community partners will be emphasized. Shauna Hicks will discuss the Dr. Lisa Waddell healthy lifestyle challenge, which focuses on reducing obesity among women working for the state public health agency in Columbia, South Carolina. The program targets women who are at risk of suffering disability from chronic diseases associated with obesity. Of 27 women who committed to the challenge in May 2003, 18 are still participating in the program. During the first and second sessions, the women lost a total of 250 pounds.

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3:30 p.m.–5:00 p.m.

**(B4) Reducing Health Disparities:
Programs That Are Making a Difference**

Waterview

Moderator

Sam S. Shekar, M.D., M.P.H.

*Associate Administrator, Bureau of Primary
Health Care, Health Resources and
Services Administration*

Speakers/Presenters

Jessica Henry, M.S.

*Associate Director, Southeast Community
Research Center*

Dorothy Triplett, M.Ed.

*Project Director, Health and Wellness
Initiative, Spelman College*

Gregory J. Harris, MASS

*Executive Director, Council of Church-Based
Health Programs, Inc.*

Sherlyn Dahl, M.P.H., B.S.N.

Executive Director, Family HealthCare Center

Eliminating health disparities is a focus of national, state, and local policymakers. This workshop will describe successful strategies that have demonstrated improved health outcomes in a very diverse patient population. Jessica Henry will highlight the collaboration at one project site in Albany, Georgia, where the spirit of participatory community-based research has served as a tool for addressing health disparities. Dorothy Triplett will provide an overview of the Spelman College Health and Wellness Initiative. The program develops better understanding of the factors impacting the health of young adult African American women and the institution's preventive strategies that are responsive to the unique conditions, circumstances, and predominant cultures of the target population. Gregory Harris will speak about the model used at his church to decrease ethnic cardiovascular disparities in youth. The model is a constellation of planning/program strategies that, when combined, have a positive impact on youth. Sherlyn Dahl will discuss the important component of providing culturally competent care, a challenge faced by increasingly diverse communities. Activities described will include the development of a medical interpreter program that serves all local healthcare organizations and a health mentor program. The presentation will also describe how a capacity-building approach was used to support community partnerships for data collection, care delivery, and resource development.

3:30 p.m.–5:00 p.m.

(B5) Worksite Health Promotion Programs That Work

Laurel

Moderator

Stephen C. Benowitz, M.A.

Associate Director, Division for Human Resources Products and Services, Office of Personnel Management

Presenters/Speakers

Rose M. Savage Jackman, M.P.H.

Senior Program Director, State University of New York Downstate Medical Center

Deborah R. Bauer, R.N., M.P.H., CHES

Project Coordinator, Healthier Worksite Initiative, Centers for Disease Control and Prevention

Aaron M. Hardy, M.S.

Wellness Coordinator, Washoe County School District (Reno, Nevada)

Garry M. Lindsay, M.P.H., CHES

Director of Business Partnerships, Partnership for Prevention

Workplace health promotion reduces barriers to—and provides convenient opportunities for—employees to adopt healthy lifestyles and may reduce employee risk factors for costly chronic diseases. In this workshop, participants will learn the basics of setting up and managing a worksite health promotion program. A range of successful programs will be described along with strategies for cost-effective implementation. Rose Savage Jackman will illustrate how an academic medical center implemented an employee-led weight loss/exercise program through a multistrategy approach that included midday lectures, exercise classes, weight-loss support group meetings, and advertising. Deborah Bauer will review the CDC Healthier Worksite Initiative: Designing an Evidence-Based Worksite Health Promotion Program. Size, regulations, and certain policies unique to the public sector make the lessons learned at CDC valuable information for those planning employee health promotion programs at public-sector agencies. Aaron Hardy will describe the impact of the Washoe County School District's Wellness Program on employee healthcare costs and rates of absenteeism over a 2-year period. Garry Lindsay will review *Healthy Workforce 2010: An Essential Health Promotion Sourcebook for Employers, Large and Small*. He will provide workshop participants with creative and practical ideas for designing and implementing a worksite health promotion program.

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3:30 p.m.–5:00 p.m. Technology Showcase

Welcome to Secretary Tommy G. Thompson’s first Technology Showcase, featuring the latest digital technologies and interactive health communication applications that support prevention and chronic disease management and help consumers take greater responsibility for their health. You can “test drive” these innovative applications throughout both days of the summit. This panel is one of four scheduled to take place in the Technology Showcase area.

Technology Showcase Location

- Grand Ballroom, Salons I-IV

Technology Showcase Hours

- Thursday, April 29, 7:00 a.m.–5:00 p.m.

**For more information,
please refer to
Exhibitor/Technology
Showcase Program**



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3:30 p.m.–5:00 p.m.

Technology Showcase Panel 2

Moderator

Marsha Vanderford, *Acting Associate Director for Communications, Centers for Disease Control and Prevention*

Presenters/Speakers

Adam W. Darkins, M.D., M.P.H., FRCS, Ch.B., M.B.,
*Chief Consultant, Office of Care Coordination,
Department of Veterans Affairs, VHA Care Coordination
and Home Telehealth for Healthier US Veterans*

Showcase Table: 17

Helen Burstin, M.D., M.P.H., *Director, Center for Primary
Care, Prevention, and Clinical Partnerships, Agency for
Healthcare Research and Quality, Interactive Preventive
Services Selector*

Showcase Table: 1

Karen Donato, S.M., R.D., *Coordinator, NHLBI Obesity
Education Initiative, National Heart, Lung, and Blood Institute,
National Institutes of Health, Weight Management Tools for the
Busy Practitioner*

Showcase Table: 14

Sergey V. Sirotinin, M.Sc., MSME, *President and Chief
Executive Officer, dbaza Corporation, Interactive
Computer-Based Approach to Teaching Chronic Illness
Self-Management Skills*

Showcase Table: 11

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7:00 a.m.–5:00 p.m.

Poster Presentations

(P-01) The North Carolina Diabetes Collaborative: One State's Experience in Chronic Disease Management

Marti Wolf, R.N., M.P.H., North Carolina Diabetes Collaborative, North Carolina Primary Health Care Association

(P-02) Improving Care for Diabetic Patients Using Exemplars and Practice Enhancement Assistants

James Mold, M.D., M.P.H., University of Oklahoma Health Sciences Center, Family Medicine Center

(P-03) Turning the Tide: A Model for Delivering Diabetes Self-Management and Type 2 Prevention Education to the Nation

Howard M. Haft, M.D., M.M.M., C.P.E., Maryland Foundation for Quality Healthcare, Inc.

(P-04) The Role of a Diabetes Nurse in a Health Center Serving a Latino Community

Barbara Gottlieb, M.D., M.P.H., Brookside Community Health Center, Jamaica Plain, Massachusetts

(P-05) Estimating Changes in Health Risk and Medical Expenditures for Dow Chemical Company, Motorola, and Union Pacific Railroad—An Innovative Methodology for Projecting a Return on Investment

Ron Z. Goetzel, Ph.D., Cornell University/Medstat

(P-06) BC Walks: The Use of Mass Media and Community Programs To Promote Walking

Patricia Fell, R.N., M.S., A.N.P., United Health Services Hospitals

(P-07) Tailored Versus Targeted Messages To Promote Healthy Eating Among Midlife to Older Rural Women

Linda Boeckner, Ph.D., R.D., University of Nebraska Cooperative Extension

(P-08) Targeting 'Tweens With Health Promotion Programs

Elaine McLaughlin, M.S., R.D., Food and Nutrition Service, U.S. Department of Agriculture

(P-09) Shape Your Future...Your Weigh! Weight Gain Prevention Initiative

Joanne Spahn, M.S., R.D., AFELM/CC

**(P-10) Support for Childhood Obesity Interventions:
Results From a National Survey**

William Evans, Ph.D., RTI International

**(P-11) Using Consumer Research To Design Effective
Overweight/Obesity Prevention Programs and Messages**

*Susan T. Borra, R.D., Nutrition and International Food
Information Council Foundation*

**(P-12) Assessing Students' Knowledge, Attitudes, and
Behaviors Related to Physical Activity, Nutrition, and
Tobacco**

*Gary English, Ph.D., New York Statewide Center for Healthy
Schools*

**(P-13) CDC's School Health Index: How It's Been Used and
How It's Been Revised**

*Samantha Harrykissoon, M.P.H., Centers for Disease Control
and Prevention*

**(P-14) Elementary School Children "Go for the Gold":
Utah's Gold Medal School Initiative**

Joan Ware, MSPH, R.N., Utah Department of Health

**(P-15) Take Pride in America's Health: Volunteering as a
Gateway to Physical Activity**

*John Librett, Ph.D., M.P.H., Centers for Disease Control and
Prevention*

**(P-16) Strategies and Results of the VERB™ Campaign To
Increase Youth Physical Activity**

*Susan McCarthy, M.P.H., Centers for Disease Control and
Prevention*

**(P-17) Preventative Care Provided by School Nurses in an
Urban Public School District**

*Elisabeth Schainker, M.D., Boston University School of
Medicine/Boston Medical Center*

**(P-18) Preventing Childhood Obesity: A School-Based
Initiative**

*Shelby T. Gonzales, M.P.H., Inova Health System/Partnership
for Healthier Kids*

(P-19) Be An Action Hero!™ A Novel, Evidence-Based and Comprehensive 360° Health Education Solution Motivating Youth To Be Self-Responsible for Their Health While Bringing a Smile to Their Face

Brent Wineinger, M.S., Health Information Providers, Inc.

(P-20) Building Blocks for a Healthy Future

Gwyndolyn Ensley, Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration

(P-21) Health Information Portals for Racial and Ethnic Populations

Gale A. Dutcher, M.L.S., M.S., National Library of Medicine, National Institutes of Health

(P-22) Finding Information for Effective Public Health Interventions: The *Healthy People 2010* Information Access Project

Ione Auston, M.L.S., National Library of Medicine, National Institutes of Health

(P-23) Promoting Better Health

Pamela Perry, M.P.A., AMERIGROUP Corporation

(P-24) Community-Level Improvement Based on the American Heart Association's Get With the Guidelines Program

Warren Skea, Ph.D., Quality Improvement Initiatives, American Heart Association

(P-25) Your Heart Rx: Community-Based Programming To Prevent Heart Disease and Stroke in African American Women

Donna K. Crawford, MAMC, Southeast Affiliate, American Heart Association

(P-26) Communicating About Policy and Environmental Change for Stroke-Free States

Susan J. Lockhart, Ph.D., CHES, Centers for Disease Control and Prevention

(P-27) Cardiovascular Risk Factor Screening and Intervention in African American Adults (CARSI)

Syed M. Mohiuddin, M.D., Creighton Division of Cardiology, The Cardiac Center of Creighton University

(P-28) Promoting Best Practices in School Settings

Jennie Gearhart, M.P.H., Northern Kentucky Health
Department

**(P-29) School Health Advisory Councils and How To Shift
the Health Climate of a Community**

Sue Lynn Ledford, R.N., B.S.N., NCSN, North Carolina
School Nurse Association and Cherokee County School

(P-30) Obesity Prevention and the School Environment

Jennifer Kimbrough, M.Ed., Institute for Health, Science and
Society, University of North Carolina at Greensboro

(P-31) 2004 National Workplace Health Promotion Survey

Jennifer Bachtel, Partnership for Prevention

**(P-32) Children's Health Beliefs Serve as Barriers to Diet
and Exercise**

Olivia Chatoorang, Albert Einstein College of Medicine

(P-33) Health Tops at Summer Camps

Punam Ohri-Vachaspati, Ph.D., R.D., L.D., Ohio State
University Extension

Friday, April 30

8:00 a.m.–8:30 a.m.

Opening Session

Grand Ballroom

Warm-Up Exercises—Reggie Freeman,
AAAI/ISMA, Fitness Consultant, TOROBICS

Keynote Address—Joxel García, M.D., M.B.A.
Deputy Director, Pan American Health Organization
An International Health Perspective on Prevention

8:30 a.m.–9:30 a.m.

Plenary Presentation—Healthy Choices

Grand Ballroom

Moderator

Julie L. Gerberding, M.D., M.P.H.
Director, Centers for Disease Control
and Prevention

Presenters/Speakers

Reed V. Tuckson, M.D.
Senior Vice President, Consumer Health
and Medical Care Advancement,
United Health Group

Lieutenant Governor John Carney, M.P.A.
Delaware

Barbara Quaintance, M.A.
Director, Programs and Community Service,
AARP

9:30 a.m.–10:00 a.m.

Break

Concurrent Workshops

10:00 a.m.–11:30 a.m.

(C1) Programs That Work for Reducing Youth Risk-Taking Behavior

Essex

Moderator

Harry Wilson

Associate Commissioner, Family and Youth Services Bureau, Administration on Children, Youth and Families

Presenters/Speakers

Vickie Elisa

President, Mothers' Voices Georgia, Inc.

Mark D. Weist, Ph.D.

Director, Center for School Mental Health Assistance, University of Maryland at Baltimore

Rebecca Whiteman, M.A.

Senior Health Analyst, Family Violence Prevention Fund

We know that health-risk behaviors that are often established in youth contribute dramatically to heart disease, cancer, and injury. We also know that the practice of one risk behavior is associated with a greater likelihood for initiation of another in the near future. During this workshop, challenges for programs targeting at-risk teens and preteens are described. A special focus on juvenile offenders is provided. Unique strategies for public and provider education on these issues will also be discussed. The presentation from Mothers' Voices Georgia, Inc., will describe its 14-week program, For Real Youth: Chronic Disease Prevention—youth-oriented training that provides basic information about nutrition, substance abuse, sexuality, HIV/STDs, violence, tobacco use, and career building to African American adolescents in youth correctional and teen shelters in metropolitan Atlanta. An outreach is provided to parents of these teens as well. Mark Weist will provide background on Teens Rejecting Abusive Smoking Habits (TRASH), a new program funded by the Maryland Department of Health and Mental Hygiene. This project has included the use of youth-led coalitions against tobacco, an antismoking Web site, and train-the-trainer sessions to empower adolescents to organize antismoking campaigns. A panel of youth leaders will assist Dr. Weist as he discusses challenges, strategies, and accomplishments. Rebecca Whiteman of the Family Violence Prevention Fund will discuss a toolkit that addresses the issue of intimate partner violence. It focuses on the connection between high-risk lifestyle choices and connections with lifetime abuse and chronic diseases. A curriculum that addresses women's health, mental health and substance abuse, and child and adolescent health will be presented. The toolkit is being distributed at no cost by the organization.

10:00 a.m.–11:30 a.m.

(C2) Asthma Prevention and Control

Kent

Moderator

Stephen C. Redd, M.D., M.P.H.

*Chief, Air Pollution and Respiratory Health Branch,
Centers for Disease Control and Prevention*

Presenters/Speakers

Natalie Napolitano

Nancy Collar, RRT-NPS

*Respiratory Care Practitioners, Inova Fairfax
Hospital for Children*

Howard J. Zeitz, M.D.

Director, Asthma and Allergy Services, University of Illinois

Patricia Espino

*Public Health Program Coordinator II, Department of Public
Health/Childhood Asthma Program*

Lisa M. Letourneau, M.D., M.P.H.

Director, Clinical Integration, MaineHealth

More than 31 million people in the United States have diagnosed asthma. Although much is known about how to manage its symptoms and consequences, many people are not applying this knowledge. During this workshop, challenges and characteristics of effective, community-based intervention programs will be discussed. Information and materials for education of local Steps staff and community members (with a specific focus on asthma management for special populations) will be distributed. The Inova Fairfax Hospital for Children Pediatric Asthma Initiative is a program that has reduced the number of hospital admissions and return-to-ED visits within 7 days, increasing the percentage of inhaled corticosteroid use both prior to admission and during hospitalization. In addition to disease education within the hospital, the team coordinates with community organizations to deliver a vast spectrum of care and support for patients. Howard Zeitz will discuss a recent study at the University of Illinois College of Medicine that shows significant differences between rural and urban adults with asthma. Health services utilization differences suggest a need to address possible disparities for rural adults with asthma. Strategies for patient education and treatment will be presented. Patricia Espino, representing the County of Riverside Community Health Agency, will describe a successful asthma management program for asthmatic children (up to 5 years of age). Diagnoses and treatment of patients have been improved through the implementation of asthma action plans and use of asthma flow sheets. Lisa Letourneau of MaineHealth will discuss asthma management issues for smaller health systems and the value of utilizing a coordinated improvement program.

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10:00 a.m.–11:30 a.m.

(C3) Healthy Aging

Laurel

Moderator

Josefina Carbonell

Director, Administration on Aging

Presenters/Speakers

Richard J. Hodes, M.D.

*Director, National Institute on Aging,
National Institutes of Health*

Phillip Page, M.S., P.T.

*Physical Therapist and Owner, Benchmark
Physical Therapy, The Hygenic Corporation*

Robin E. Mockenhaupt, Ph.D., M.P.H.

*Acting Director, Health Group,
The Robert Wood Johnson Foundation*

Susan J. Snyder

*Director, Senior Wellness Project,
Senior Services of Seattle/King County*

Inactivity often increases with age. Physical activity can help older adults prolong their independence and improve their quality of life. Regular exercise can help prevent or delay—as well as improve the management of—certain diseases and disabilities. It is not surprising that many of the evidence-based healthy aging programs being developed today have a focus on physical activity. The U.S. Administration on Aging (AoA) has—as a strategic priority—to help older people stay active and healthy. This session will focus on a number of efforts being undertaken by AoA partners to promote healthy aging. The National Institute on Aging (NIA) used research results to develop an exercise guide for older adults. Richard Hodes, Director of NIA, will discuss the guide and how it can be used to assist older adults in maintaining physical activity. The Active Aging Toolkit is a collaborative project facilitated by the Active Aging Partnership and was developed for healthcare providers to increase physical activity among older patients. Phillip Page will describe the toolkit as well as clinical research on the toolkit to evaluate behavioral changes, functional outcomes, and cost-effectiveness. Robin Mockenhaupt will discuss the work of The Robert Wood Johnson Foundation in the area of physical activity for older adults. This will include a discussion of The National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older project. A presentation by Susan Snyder will describe the Senior Wellness Program and the challenges and opportunities associated with implementing evidence-based prevention programs.

10:00 a.m.–11:30 a.m.

**(C4) What's New in Information and
Communication Technology**

Waterview

Moderator

Helen Burstin, M.D.

*Director, Center for Primary Care, Prevention,
and Clinical Partnerships, Agency for
Healthcare Research and Quality*

Presenters/Speakers

Thomas Eng, V.M.D., M.P.H.

President, eHealth Institute

Suzanne Gates, M.P.H.

*Lead, Consumer Health Information,
Office of Communication, Centers for
Disease Control and Prevention*

Stephen J. Downs

*Senior Program Officer, The Robert
Wood Johnson Foundation*

The rapid diffusion of information and communication technologies is changing the delivery of health information and services, as well as providing new methods for prevention and chronic disease management. The networking of digital media creates a nearly ubiquitous infrastructure with multiple channels and points of access. The health impact of interactivity, customization, and enhanced multimedia is just beginning to be explored. This workshop will examine emerging e-health tools and evaluation methods to understand the actual and potential impact of information and communication technologies on health. Thomas Eng will identify possible uses of e-health tools for population health and potential adverse consequences and issues that need to be addressed to facilitate rapid diffusion. The Centers for Disease Control and Prevention (CDC) is remaking its Web-based information services as part of its commitment to improving health literacy. Suzanne Gates will review the extensive audience research that CDC has conducted to address the knowledge, attitudes, barriers, and behaviors needed for disease prevention and risk reduction with primary audiences and their "infomediaries." The Robert Wood Johnson Foundation has launched a multimillion dollar, multiyear initiative to fund research that evaluates the effectiveness of interactive e-health applications for health behavior change and chronic disease management. Stephen Downs will present a description of the program and its goals and current and future grant funding.

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10:00 a.m.–11:30 a.m.

(C5) Helping Kids Make Healthy Choices

Grand Ballroom Salons VII-X

Moderator

Woodie Kessel, M.D., M.P.H.

Assistant Surgeon General, Deputy Director for Medical and Health Science, Office of Disease Prevention and Health Promotion

Presenters/Speakers

Karen Gruenberg

Executive Vice President, Sesame Workshop

Michael C. Barth, Ph.D., M.A.

Director, Healthy Steps for Young Children, ICF Consulting

Martin R. Eichelberger, M.D.

Pediatric Surgeon, Child Health Initiative, Healthy Children Healthy Futures, National SAFE KIDS Campaign

Betty Jean Carter, M.S.

Project Director, Child Health Initiative, Healthy Children Healthy Futures, Strang Cancer Prevention Center

David McCarron, M.D.

President, Academic Network

Adopting healthy habits early in life forms the foundation for healthy growth, development, and learning from childhood through adulthood. Healthy diets, exercise, play, rest, and making healthy choices are all fundamental to healthier children and youth, and a *HealthierUS*. The home, the community, the media, the doctor's office, the classroom, and Government are all essential to establishing key partnerships for strengthening collaboration and encouraging and enabling all young people to adopt healthy eating habits, increase their physical activity, and make healthier choices. This session will highlight the vision of selected collaborative public-private partnerships with a community focus on improving the health and well-being of children throughout the country by helping them make healthy choices. The session will elaborate on opportunities (1) in healthcare practices that focus on the importance of the first 3 years of life, emphasize a close relationship between healthcare professionals and mothers and fathers in addressing the physical, emotional, and intellectual growth and development of children from birth to age 3; (2) in schools, to actively engage children and youth to help establish approaches to increase physical activity and promote healthy eating behaviors; (3) in communities to prevent unintentional childhood injury—the number one killer of children aged 14 and under; and (4) in the media, to help make meaningful differences in the lives of children worldwide by addressing their critical developmental needs and developing innovative and engaging educational content for television, radio, books, magazines, interactive media, and outreach focused on encouraging young children to adopt healthy lifestyles.

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10:00 a.m.–11:30 a.m. Technology Showcase

Welcome to Secretary Tommy G. Thompson’s first Technology Showcase, featuring the latest digital technologies and interactive health communication applications that support chronic disease prevention and management and help consumers take greater responsibility for their health. You can “test drive” these innovative applications throughout both days of the summit. This panel is one of four scheduled to take place in the Technology Showcase area.

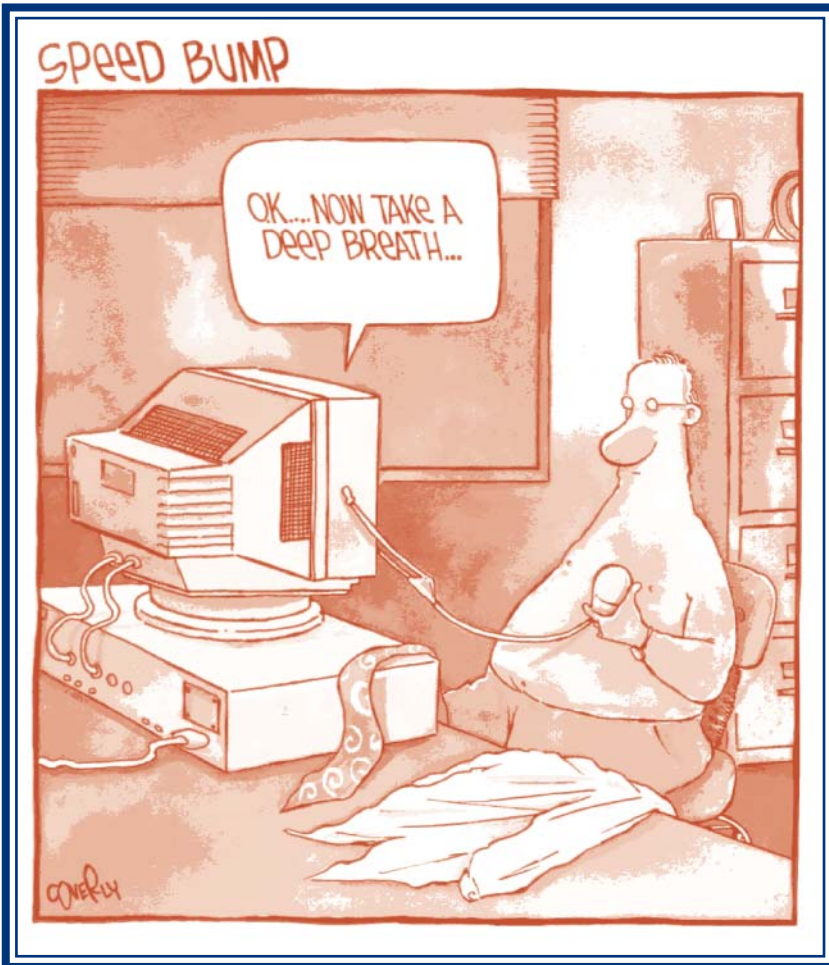
Technology Showcase Location

- Grand Ballroom, Salons I–IV

Technology Showcase Hours

- Friday, April 30, 7:00 a.m.–5:00 p.m.

For more information, please refer to Exhibitor/Technology Showcase Program



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10:00 a.m.–11:30 a.m. Technology Showcase Panel 3

Moderator

Connie Dresser, RDPH, L.N., *Program Director, Division of Cancer Control and Population Sciences, National Cancer Institute, National Institutes of Health*

Presenters/Speakers

Victor J. Strecher, Ph.D., M.P.H., *Professor and Director, University of Michigan Center for Health Communications Research; Chief Science Officer, HealthMedia, Inc.*, **Internet-Based Weight Management: Results of a Randomized Trial**
Showcase Table: 16

Emil Chiauzzi, Ph.D., *Vice President, Product Development, Inflexxion*, **MyStudentBody: A Tobacco Prevention and Cessation Website for College Students**
Showcase Table: 10

Sarah Berg, *Chief Operating Officer, Ripple Effects, Media-Rich*, **Interactive Behavior Change Software: A Cheaper, Faster Way to Reach Kids**
Showcase Table: 3

Richard Seelig, M.D., *Vice President, Medical Applications, VeriChip Corporation*, **Secure Identification System for Immediate Access to Healthcare Information**
Showcase Table: 6

Maureena I. Moran, M.B.A., *Director of Web Services, Division of Health Informatics, Group Health Cooperative*, **Using the Internet To Create Connection and Transparency for Patients**
Showcase Table: 19

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12:00 p.m.–1:30 p.m.

Lunch

Harborside Ballroom

Speaker
Mike Huckabee
Governor of Arkansas

1:30 p.m.–2:30 p.m.

Plenary Presentation—Preventive Screening

Grand Ballroom

Moderator
Elias A. Zerhouni, M.D.
Director, National Institutes of Health

Presenters/Speakers
Eugene Barrett, M.D., Ph.D.
President, American Diabetes Association

Colleen Doyle
Director, Physical Education and Nutritional
Activity, American Cancer Society

Alice K. Jacobs, M.D.
President-Elect, American Heart Association

2:30 p.m.–3:00 p.m.

Break

Concurrent Workshops

3:00 p.m.–4:30 p.m.

(D1) Preventive Screening

Essex

Moderator

Elizabeth Edgerton, M.D.

Director, Clinical Prevention, Agency for Healthcare Research and Quality

Presenters/Speakers

Gail Janes, Ph.D., R.N.

Health Scientist, Centers for Disease Control and Prevention

Jewel S. Goodman, M.P.A.

Research Assistant, Old Dominion University

Kathleen Killion

Executive Director of Health Literacy, BJC HealthCare

Roxanne L. Rodgers, R.N.

Special Projects Director, Delmarva Foundation for Medical Care, Inc.

Healthcare providers play a critical role in providing chronic disease screening and early detection services. They also are uniquely positioned to influence patients to adopt healthy behaviors that may prevent chronic disease. When prevention and screening efforts at the clinical level are combined with effective communication, providers have the opportunity to engage in one-on-one counseling and supply information that is culturally and linguistically appropriate and delivered at the person's health literacy level. During this workshop, tools that increase the delivery of clinical preventive services and encourage healthy lifestyle choices will be described. Two very different approaches to delivery improvement also will be discussed. Gail Janes will familiarize participants with the Clinical and Community Guides to Preventive Services, including resources such as patient-focused materials targeting men, women, and seniors. In particular, the session will feature evidence-based findings that support improvements in summit focus areas such as diabetes, heart disease, physical activity, cancer, and tobacco use. Jewel Goodman will discuss how a church-sponsored community health fair was able to reach minority populations with free health screenings. Kathleen Killion will describe an outreach effort among St. Louis healthcare providers to bring health screening and education to residents of high-risk ZIP Codes with disproportionate health disparities. Roxanne Rodgers will describe efforts to provide prevention-oriented treatment services to Medicare beneficiaries with significant symptomatic coronary artery disease.

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3:00 p.m.—4:30 p.m.

(D2) The Economics of Investing in Prevention

Grand Ballroom Salons VII-X

Moderator

Ann-Marie Lynch

*Principal Deputy Assistant Secretary
for Planning and Evaluation
U.S. Department of Health and
Human Services*

Presenters/Speakers

Ron Z. Goetzel, Ph.D.

*Director/Vice President, Cornell University
Institute for Health and Productivity
Studies/Medstat*

Barry A. Bunting, Pharm.D.

*Clinical Manager, Mission St. Joseph's
Health System*

Nico P. Pronk, Ph.D.

*Vice President, Center for Health
Promotion and Research Foundation*

Expenditures for health care in the United States continue to rise and are estimated to reach \$1.77 trillion in 2004. Much of these costs can be attributed to the diagnosis and treatment of chronic disease and conditions such as diabetes, obesity, cardiovascular disease, and asthma. A much smaller amount is spent on preventing these conditions. There is accumulating evidence that much of the morbidity and mortality associated with these chronic diseases may be preventable. During this workshop, data on the cost-effectiveness of health promotion will be presented. Ron Goetzel will describe evidence supporting a return on investment for health promotion programs. Recent efforts at Johnson & Johnson and Citibank will be discussed. Barry Bunting will describe Asheville, North Carolina, and its citywide effort to improve clinical and financial outcomes in a group of people with diabetes over a period of 5 years. Nico Pronk will describe barriers to investments in prevention and a logic model that addresses those issues.

3:00 p.m.–4:30 p.m.

(D3) Cancer Control and Prevention

Kent

Moderator

Andrew C. von Eschenbach, M.D.
*Director, National Cancer Institute,
National Institutes of Health*

Presenters/Speakers

Carrie Larson
Project Coordinator, Qualidigm®

Mary Anne Bright, R.N., M.N.
*Acting Deputy Director, Office of Communications,
National Cancer Institute, National Institutes of Health*

Carol F. Velthoven, M.S.N., R.N.
E.J. Siegl, M.A., R.N.
*Michigan's Health Care Quality Improvement
Organization and the Michigan Department of
Community Health*

Denis P. Lynch, D.D.S., Ph.D.
*Professor of Oral and Maxillofacial Pathology,
Marquette University*

Cancer is the second leading cause of death in the United States, killing more than half a million people each year. Poor nutrition, overweight, and inactivity contribute to about one-third of all cancers. More than 150,000 cancers each year are attributable to cigarette smoking. This workshop encompasses a range of topics related to providing preventive services for cancer. Carrie Larson will discuss how Qualidigm addressed the challenges of recruiting and providing mammography services for women with disabilities. Mary Anne Bright will describe the comprehensive approach the National Cancer Institute uses to effectively disseminate critical information to the public and healthcare community. Carol Velthoven and E.J. Siegl will describe how a partnership between the state health department, a nonprofit partner, and a healthcare quality improvement organization was used to improve cancer prevention for underserved women enrolled in the Centers for Disease Control and Prevention-funded breast and cervical cancer screening program. Denis Lynch will describe the American Dental Association's efforts to increase detection of oral cancer. Training courses for dentists to sharpen practitioner skills in early detection, patient-risk assessment, and tobacco cessation are the most recent component in this effort.

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3:00 p.m.–4:30 p.m.

(D4) The Mental Health-Chronic Disease Connection

Waterview

Moderator

James L. Stone, M.S.W., C.S.W.

Deputy Administrator, Substance Abuse and Mental Health Services Administration

Presenters/Speakers

Charles Stimler, M.D., M.P.H.

Medical Officer, IPRO

Carmen V. Russoniello, Ph.D.

Director, Psychophysiology and Biofeedback Laboratory, East Carolina University

Mary Margaret Gottesman, Ph.D., R.N.

Cochair, Bright Futures Pediatric Implementation Project, American Academy of Pediatrics

Darrel Droblich

Senior Director, National Sleep Foundation

Mental health problems can have a negative effect on rehabilitation from chronic diseases. Mental disorders also are a predictor of higher rates of morbidity and mortality in patients diagnosed with a chronic disease. It is important that we educate health professionals and the public to recognize mental health problems and mental disorders and to effectively address or treat them. This workshop will cover the essentials of promoting mental health with a special focus on tools for identifying, monitoring, and disseminating information about mental health and mental disorders. Charles Stimler, a representative of IPRO, will describe the results of a project that tested various educational interventions to assist 69 cardiac rehabilitation centers to improve the recognition and management of depression and its implications for the management of depression. Carmen Russoniello will review research on the benefits of recreational activity for combating stress and depression, as well as preventing diabetes and cardiovascular disease. Mary Margaret Gottesman from the National Association for Pediatric Nurse Practitioners will discuss tools and a framework for a family-based, strength-based approach to maintaining mental health among children. Darrel Droblich will discuss the importance of sleep on mental health and well-being and will showcase the National Center on Sleep Disorders Research's outreach efforts to communicate critical information about sleep issues to consumers and providers.

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3:00 p.m.–4:30 p.m. Technology Showcase

Welcome to Secretary Tommy G. Thompson's first Technology Showcase, featuring the latest digital technologies and interactive health communication applications that support prevention and chronic disease management and help consumers take greater responsibility for their health. You can "test drive" these innovative applications throughout both days of the summit. This panel is one of four scheduled to take place in the Technology Showcase area.

Technology Showcase Location

- Grand Ballroom, Salons I-IV

Technology Showcase Hours

- Friday, April 30, 7:00 a.m.–5:00 p.m.

**For more information,
please refer to
Exhibitor/Technology
Showcase Program**



3:00 p.m.–4:30 p.m.

Technology Showcase Panel 4

Moderator

Mary Jo Deering, Ph.D., *Deputy Director for eHealth and Management, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services*

Leo Wisniewski, M.A., *President and Chief Executive Officer, ATN Integrated Media, Improving Wellness Through Video Streaming Application*

Showcase Table: 2

Vesta Brue, M.B.A., *President, SmokeSignals Division, LIFETECHniques, Inc., SmokeSignals—Merging High-Tech With Habit Breaking in Smoking Cessation*

Showcase Table: 9

Dirk G. Schroeder, Sc.D., M.P.H., *Executive Vice President, HispaniCare (a Division of DrTango, Inc.); Associate Professor of International Health, Emory University, Culturally and Linguistically Appropriate Personalized eHealth Applications for Hispanics*

Showcase Table: 15

Dennis Milne, M.B.A., *Vice President, Patient Education, Healthcare Markets Division, American Heart Association, American Heart Association's Heart Profilers™: Online Treatment Decision Tools*

Showcase Table: 4

Derek Newell, M.B.A., M.P.H., *Vice President, Commercial Accounts, LifeMasters Supported SelfCare, Inc., Another Step Across the Chasm: Disease Management Evolves*

Showcase Table: 7

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7:00 a.m.–3:00 p.m.

Poster Presentations

(P-01) Osteoporosis in Postmenopausal Women: An Innovative Approach

Joan Ezinga, M.S.N., M.A., F.N.P., R.N., Passages, Center for Women's Health of Foote Hospital, Jackson, Michigan

(P-02) Folic Acid: National Prevention Strategy To Reduce Spina Bifida

Adriane K. Griffen, M.P.H., CHES, Spina Bifida Association of America

(P-03) Cost Matters! Using a Business Approach To Estimate the Cost of Physical Inactivity

Marla Hollander, M.P.H., CHES, Director, Active Living Leadership, SDSU

(P-04) The Role of the Dental Hygienist in Promoting Effective Health and Disease Prevention Measures

C. Austin Risbeck, R.D.H., California Dental Hygienists' Association

(P-05) HealthEASE: Building a Coordinated Health Promotion System for Older Adults

Sue Lachenmayr, M.P.H., New Jersey Department of Health and Senior Services

(P-06) Effective Screening and Management of Depression in Nursing Homes

Vicki L. Boyle, R.N., B.S.N., MPRO

(P-07) Linking Women to Psychosocial Services Through Partnerships Between Ob/Gyns and Public Health

Jeanne Mahoney, R.N., B.S.N., American College of Obstetricians and Gynecologists

(P-08) National Institutes of Health Hispanic Communications Program

Sara L. Alden, M.A., Office of Communications and Public Liaison, National Institutes of Health

(P-09) Shocking the Heart of Rural America

Joni Lindquist, Auburn University College of Veterinary Medicine

(P-10) Alpha Wellness and Weight Control Program
Gwendolyn M. Robinson, M.S.N., R.N., C.S., F.N.P., Alliance HealthCare Services

(P-12) Sisters Together: Move More, Eat Better
Conya Gilmore, Weight-control Information Network/Sisters Together, National Institute of Diabetes and Digestive and Kidney Diseases

(P-13) Steps to a HealthierUS: The HRSA Health Disparities Collaboratives: Prevention and Diabetes Prevention Prototypes
Suzanne Feetham, Ph.D., R.N., Health Resources and Services Administration

(P-14) Faith-Based Initiative for Addressing Minority Health Disparities
Rose M. Durham, MSSW, Project Manager, National Library of Medicine/Oak Ridge Institute for Science and Education

(P-15) Healthy Living Program—Promoting Healthy Lifestyles in African-American Congregations
Nancy M. Bennett, M.D., M.S., Monroe County Department of Public Health

(P-16) A Statewide Hospital-Based Collaborative To Improve Smoking Cessation Outcomes
Pramod Meduru, M.D., M.P.H., IPRO

(P-17) The Role of States and Primary Care Providers in Changing Lifestyles and Encouraging Smoking Cessation: A View from the Midwest
James C. Hersey, Ph.D., RTI International

(P-18) Medicare Stop Smoking Program
Jennifer Mongoven, M.P.H., Qualidigm®

(P-19) Catch the HEAT—Healthy Eating and Activity Together—Improving Health for Life by Promoting Good Nutrition, Feeding, and Physical Activity Habits in Childhood

Mary Margaret Gottesman, Ph.D., R.N., CPNP, National Association of Pediatric Nurse Practitioners

(P-20) Bringing the Steps Initiative to the Grassroots Level
Gerri Tebo, M.A., Arizona Department of Health Services

(P-21) Stepping Back From the Plate: Rethinking Community Health Outreach Strategies

Kendra Todd, M.P.H., Garrett County Health Department

(P-22) Health Promotion of Chronic Disease Care Through Standardized Guidelines

Alice Stollenwerk Petrusis, M.D., Ohio KePRO

(P-23) The National Initiative To Improve Adolescent Health—Building Infrastructure at the National and State Levels To Advance Adolescent Health

Angeli Achrekar, M.P.H., Centers for Disease Control and Prevention

(P-24) Monitoring Progress for Steps to a HealthierUS

Richard J. Klein, M.P.H., National Center for Health Statistics, Centers for Disease Control and Prevention

(P-25) From Objectives to Action: Using National Best Practices as a Guide for Achieving a Healthier Rhode Island by 2010

William J. Waters, Ph.D., Rhode Island Department of Health

(P-26) Laying the Groundwork for a Tobacco-Free Community

Margaret Z. Cassey, M.P.H., B.S.N., West Suburban College of Nursing

(P-27) Stepping Up for Community Awards: Healthy Vision 2010 Community Awards Program

Rosemary Janiszewski, M.S., CHES, National Eye Institute, National Institutes of Health

(P-28) State-Community Partnerships: Eliminating Health Disparities Through Coalition-Driven, Asset-Based, Community-Focused Interventions

Michael Acosta, New York State Department of Health, Office of Minority Health

(P-29) Translating Research Into Practice: Tobacco Cessation Strategies for County Officials

Patricia Powers, MPPA, Center for Health Improvement

(P-30) Nursing in Motion: Promoting Physical Activity for Health Care Providers

Carol Collord, M.B.A., B.S.N., Cambridge Health Alliance

(P-31) The Workforce Linkage Project—Using a PDA Network To Improve Public Health and Bio-Emergency Preparedness

Nikheel S. Kolatkar, M.D., IatroSoft Corporation

(P-32) Getting Healthy: A Unique Web-Based Approach

COL Judy Kemper, Ph.D., Army National Guard

(P-33) Speaking the Truth!

Asantewaa Harris, Alliance of African American Artists and Art Forms

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Speaker Bio Sketches

Barbara Alving, M.D.

Acting Director, National Heart, Lung, and Blood Institute, National Institutes of Health

Barbara Alving is the acting director of the National Heart, Lung, and Blood Institute (NHLBI). After receiving her M.D. from Georgetown University School of Medicine, she completed an internship at Georgetown University Hospital and a residency at the Johns Hopkins University Hospital. Dr. Alving then worked as a research investigator at the Food and Drug Administration (FDA). In 1980, she joined the Department of Hematology at the Walter Reed Army Institute of Research and became chief of the department in 1992. In 1996, she became the director of the medical oncology/hematology section at Washington Hospital Center in Washington, DC. In 1999, she joined NHLBI, serving as the director of the extramural Division of Blood Diseases and Resources, until becoming the deputy director of the Institute in September 2001. In October 2002, she also assumed directorship of the Women's Health Initiative, and in September 2003, Dr. Alving became the acting Institute director.

Denise Austin

Member, President's Council on Physical Fitness and Sports

Denise Austin is the star of more than 40 exercise videos and DVDs, including *Ultimate Fat Burner*, the *Get Fit Fast* video series, *Power Yoga Plus*, and *Pilates for Everybody*. She also is the host of two fitness shows for Lifetime Television: *Denise Austin's Daily Workout* and *Fit & Lite*. Ms. Austin has authored five books on fitness and is a columnist for *Prevention* magazine. Her recent testimony before the Senate helped to support the U.S. Senate Committee on Health, Education, Labor, and Pensions' (HELP) "Improved Nutrition and Physical Activity Act." Ms. Austin graduated from California State University, Long Beach, with a B.A. in physical education and an emphasis in exercise physiology.

Tamara Baker, R.N., B.S.N.

*Community Health Nurse Specialist, Pike County Hometown Hikers/
Hometown Health Coalition*

Tamara Baker received her bachelor of science degree in nursing from Henderson State University in 1992. She has worked for the Arkansas Department of Health for 10 years as a home health team leader, clinic coordinator, and community health nurse specialist. Ms. Baker works with schools and community organizations to improve the health of Arkansas residents, with emphasis on tobacco prevention and chronic disease prevention. She is currently pursuing an M.P.H. from the College of Public Health at the University of Arkansas for Medical Sciences.

Eugene Barrett, M.D., Ph.D.

President, American Diabetes Association

Eugene Barrett is president of the American Diabetes Association. He attended St. Peter's College in Jersey City, New Jersey, where he majored in physics. He subsequently completed a combined M.D.-Ph.D. program at the University of Rochester, with a research emphasis in the area of biophysics. Dr. Barrett did his residency training in internal medicine at Strong Memorial Hospital in Rochester. He then trained in endocrinology and diabetes at Yale University. After completing this fellowship in 1980, he remained on the faculty at Yale until 1991, when he moved to the University of Virginia as professor of medicine and pediatrics and director of the University's Diabetes Center. Dr. Barrett also serves as director of the General Clinical Research Center at the University.

Michael C. Barth, Ph.D., M.A.

Director, Healthy Steps for Young Children, ICF Consulting

Michael C. Barth is executive vice president of ICF Consulting and director of Healthy Steps for Young Children, a national initiative to build a focus on behavior and development into primary pediatric care. Dr. Barth is leading the development of an obesity primary prevention effort to be implemented in obstetrics, pediatrics, and family medicine practices. Before joining ICF, he was deputy assistant secretary for income security policy in the U.S. Department of Health and Human Services. He has taught labor economics, human resources economics, economic theory, principles of economics, and statistics at the University of Wisconsin and the City College of New York. Listed in *Who's Who in America*, Dr. Barth is the author of more than 30 publications in professional journals and books. He received a B.A. from Harpur College of the State University of New York at Binghamton, an M.A. from the University of Illinois, and a Ph.D. in economics from the City University of New York.

Deborah R. Bauer, R.N., M.P.H., CHES

Project Coordinator, Healthier Worksite Initiative, Centers for Disease Control and Prevention

Deborah R. Bauer is the coordinator of the Centers for Disease Control and Prevention (CDC) Healthier Worksite Initiative, which is tasked with developing, evaluating, and disseminating science-based programs that promote worksite health for all Agency for Toxic Substances and Disease Registry employees and serving as a model and resource for other Federal worksites. Before coming to CDC, Ms. Bauer worked with the Georgia Department of Human Resources/Cancer Control and with various large and small companies to implement employee health promotion programs. When not working, she and her husband enjoy taking long walks with their rescued greyhounds.

Cristina V. Beato, M.D., FAAFP

Acting Assistant Secretary for Health, U.S. Department of Health and Human Services

As the acting assistant secretary for health, HHS, Cristina V. Beato serves as the principal advisor on health policy and medical and scientific matters to the Secretary of HHS,

oversees the Office of Public Health and Science, and supervises related programs and activities within the Department. She is focused on leading the Department's efforts to reduce health disparities, combat HIV/AIDS, encourage prevention strategies for reducing chronic diseases, and advance women's health. Dr. Beato has been actively involved in the Department's efforts to encourage immunizations, increase preparedness for public health emergencies, promote research integrity and ethics, and establish a women's hospital in Afghanistan. Board certified in family medicine, Dr. Beato has dedicated her professional life to improving the health and well-being of individuals, families, and communities. She received her undergraduate and medical school education at the University of New Mexico, where she instituted the first formal medical community outreach program for abused, neglected, and abandoned children in Albuquerque.

Stephen C. Benowitz, M.A.

Associate Director, Division for Human Resources Products and Services, U.S. Office of Personnel Management

Stephen C. Benowitz is associate director of the Division for Human Resources Products and Services at the U.S. Office of Personnel Management. He served as director of human resources and director of strategic management planning for the National Institutes of Health from 1988 to 2002. His previous appointments include serving as director of personnel for the Department of Treasury and the Federal Trade Commission. Mr. Benowitz received his B.A. degree from Antioch College and his M.A. from Case Western Reserve University (CWRU). He has completed additional graduate work at CWRU and is a graduate of the University of Michigan Graduate School of Business Administration's program in strategic human resource management and of the Senior Managers in Government Program at the John F. Kennedy School of Government at Harvard University. Mr. Benowitz is active in the International Public Management Association for Human Resources and is a past president of the National Capital Area Chapter of the American Society for Public Administration.

Sarah Berg

Chief Operating Officer, Ripple Effects, Inc.

Sarah Berg is chief operating officer of Ripple Effects, Inc., a company she co-founded with Alice Ray. For more than a decade, Ms. Berg has produced innovative, award-winning projects involving emerging technologies. In 1994, she produced the nationally heralded traveling multimedia exhibit called the Electric Carnival, which included 60 interactive software exhibits and toured with the Lollapalooza music festival. As a producer with Vivid Studios, she produced some early prototype Web sites for Fortune 500 companies. In 1997, Ms. Berg started Ripple Effects with the goal of creating software to positively shape social behavior. She produced the company's flagship social learning software and 22 follow-on products, which have won more than 25 national awards. In 2003, Ms. Berg served as research director for an effectiveness study funded by the National Institute on Drug Abuse, which showed that Ripple Effects software improved both social behavior and academic achievement. Ms. Berg is a 1988 graduate of Brown University.

Carter R. Blakey

*Public Health Advisor, Office of Disease Prevention and Health Promotion,
U.S. Department of Health and Human Services*

Carter R. Blakey is a public health advisor in the Office of Disease Prevention and Health Promotion (ODPHP). She recently served as the acting ODPHP director and acting deputy assistant secretary for health. Since joining ODPHP in 2001, Ms. Blakey has been instrumental in the implementation of the President's *HealthierUS* initiative; the Department of Health and Human Services' prevention initiative, *Steps to a HealthierUS*; and *Healthy People 2010* activities. Before joining ODPHP, Ms. Blakey worked on the development of the *Healthy People 2010* document. Her 13-year consulting career encompassed numerous activities in the health and biomedical arenas, including projects for the National Institutes of Health, Office of Technology Assessment, Council for Responsible Nutrition, HHS Office of Public Health and Science, ODPHP, and National Center for Health Statistics. Previously, Ms. Blakey worked in public affairs and government relations for the Federation of American Societies for Experimental Biology and as a managing editor and reporter for FDC Reports, Inc.

Robert E. Brackett, Ph.D.

Director, Center for Food Safety and Applied Nutrition, Food and Drug Administration

Robert E. Brackett is the director of the Center for Food Safety and Applied Nutrition (CFSAN) at the Food and Drug Administration (FDA). In this capacity, he provides executive leadership to the center's development and implementation of programs and policies related to the composition, quality, safety, and labeling of foods, food and color additives, dietary supplements, and cosmetics. Before his appointment, Dr. Brackett was director of food safety and security within CFSAN. He first joined CFSAN as a senior microbiologist in the Office of Plant and Dairy Foods and Beverages. Before coming to FDA, Dr. Brackett was a professor of food science and technology in the Center for Food Safety at the University of Georgia. He also was on the faculty of North Carolina State University, where he served as an extension food safety specialist and assistant professor. Dr. Brackett received his B.S. in bacteriology and his M.S. and Ph.D. in food microbiology, all from the University of Wisconsin, Madison.

Mary Anne Bright, R.N., M.N.

Associate Director, Office of Communications, National Cancer Institute

Mary Anne Bright has been employed at the National Cancer Institute (NCI) since 1986. She is director of the NCI's Cancer Information Service (CIS), a national information and education network comprising 14 regional offices that serve the U.S., Puerto Rico, the U.S. Virgin Islands, and U.S.-associated Pacific territories. In addition, Ms. Bright served in a temporary role as acting deputy director of NCI's Office of Communications from 2003 to 2004. Before joining CIS, Ms. Bright was an oncology clinical nurse specialist for 3 years at the National Institutes of Health (NIH) Clinical Center in Bethesda, Maryland. She has published and presented on a variety of cancer-related topics and is a recipient of three NIH Director's Awards and a 2001 NIH Award of Merit for improving access to cancer information by the public. Ms. Bright received a master's degree in oncology nursing from

the University of California, Los Angeles, and a bachelor's degree in nursing from Duquesne University.

Janet M. Brooks, M.Ed.

Vice President, National Minority Initiatives, American Heart Association

Janet M. Brooks is vice president of Cultural Health Initiatives for the American Heart Association in Dallas, Texas. She is responsible for strategically and functionally aligning 8 affiliates (inclusive of 28 states) for outreach to emerging majority populations (Hispanics, Latinos, African Americans, and Asians) across the country. Ms. Brooks' background includes more than 20 years of experience in program development and implementation; program development and health promotions consulting for KCET television; culturally appropriate program development for Hispanics, Latinos, and African Americans for the Los Angeles Unified School District; and corporate wellness and risk reduction and prevention program development for community-based organizations. Ms. Brooks earned a B.A. in English from the University of Southern California and a master's degree in education from National University, Los Angeles, California. She also attended the University of Ibeu, Brazil, for 2 years, where she received a certificate in Portuguese literature.

Tammy L. Brown, M.P.H., R.D., BC-ADM, C.D.E.

Nutrition Consultant, Indian Health Service National Diabetes Program

Tammy Brown is the nutrition consultant for the Indian Health Service (IHS) National Diabetes Program. She is a captain in the United States Public Health Service, a registered dietitian with a master's degree in public health, and a certified diabetes educator who is board certified in advanced diabetes management. Ms. Brown has more than 24 years of experience in clinical dietetics and community nutrition education; for the past 13 years, she has specialized in diabetes care and education. She has been with the IHS since 1991, working with two model diabetes programs, the Uintah and Ouray IHS in Utah and the Alaska Native Medical Center Diabetes Program in Anchorage. Ms. Brown joined the IHS National Diabetes Program in the fall of 2001. She is the principal nutrition consultant on diabetes nutrition-related issues within and outside the IHS.

Vesta Brue, M.B.A.

President, SmokeSignals Division, LIFETECHniques, Inc.

Vesta Brue is founder of LIFETECHniques, a Santa Barbara-based incubator for personal health technologies to help people manage healthier behaviors. She invented the company's patented smoking cessation device—SmokeSignals®—a smart cigarette case, which was introduced to the market in January 2004. Ms. Brue also has filed a patent on a smart, communicating pillbox—MedSignals—that helps patients manage medications. She authored nine successful Small Business Innovation Research grants from the National Institutes of Health in 4 years, conducted four clinical trials, and has three trials currently in the field. She invented two additional new products that are in prototype fabrication stages. Ms. Brue draws on 25 years of entrepreneurial and business management experience and

an M.B.A. from Harvard Business School to manage her company and its innovative projects.

Barry A. Bunting, Pharm.D.

Clinical Manager, Mission St. Joseph's Health System

Barry A. Bunting is a clinical manager in the Pharmacy Department of Mission St. Joseph's Health System, a 900-bed two-hospital health system in Asheville, North Carolina. He received his bachelor's degree in pharmacy from Ferris State University and his doctor of pharmacy degree from the University of North Carolina, Chapel Hill. Dr. Bunting has coordinated the award-winning "Asheville Project" for more than 6 years. This pharmacist-driven health management program effectively promotes the use of guideline therapy and the safe and effective use of medications, which has resulted in long-term clinical improvements and decreases in total healthcare costs for patients with diabetes.

Charlene R. Burgeson

Executive Director, National Association for Sport and Physical Education

Charlene R. Burgeson is executive director of the National Association for Sport and Physical Education, a nonprofit membership organization of more than 18,000 professionals in physical activity and fitness fields. From 1997 to 2003, Ms. Burgeson was employed by the Centers for Disease Control and Prevention (CDC) in Atlanta, where she served as a health scientist in the Division of Adolescent and School Health and a public health advisor in the Division of Nutrition and Physical Activity. In 2000, Ms. Burgeson co-authored a report titled "Promoting Better Health for Young People Through Physical Activity and Sport" and was the lead author for the physical education chapter of the 2000 School Health Policies and Programs Survey published by CDC. Ms. Burgeson has an M.A. degree in physical education from the University of North Carolina, Chapel Hill, and a B.S. degree in health and physical education from Slippery Rock University of Pennsylvania.

Helen Burstin, M.D., M.P.H.

Director, Center for Primary Care, Prevention, and Clinical Partnerships, Agency for Healthcare Quality and Research

Helen Burstin has served as the director of the Center for Primary Care, Prevention, and Clinical Partnerships (CP3) at the Agency for Healthcare Research and Quality (AHRQ) since January 2000. CP3 expands the knowledge base for clinical providers and patients and translates new knowledge and systems improvement into primary care practice. Before her appointment at AHRQ, Dr. Burstin was an assistant professor at Harvard Medical School and director of quality measurement at Brigham and Women's Hospital. She is a deputy editor of the *Journal of General Internal Medicine*, president of the American Medical Student Association Foundation, and a member of the board of directors of La Clinica del Pueblo, a free Latino clinic in Washington, DC. A graduate of the State University of New York at Upstate College of Medicine and the Harvard School of Public Health, Dr. Burstin is the author of more than 55 articles and book chapters and is board certified in internal medicine.

Josefina Carbonell

Director, Administration on Aging, U.S. Department of Health and Human Services

Josefina Carbonell is the assistant secretary for aging at the Department of Health and Human Services (HHS). Before joining HHS, Ms. Carbonell was president and chief executive officer of Little Havana Activities and Nutrition Centers (LHANC), which is the largest aging, health, and nutrition project in Florida and the largest Hispanic geriatric health and human service organization in the nation. During her tenure at LHANC, Ms. Carbonell led efforts to implement Florida's "Volunteer Health Professionals Program" and established the Pro-Salud Clinic, a state pilot program providing primary health care, preventive screening, health promotion, and medication control to older adults and their families. Ms. Carbonell is the recipient of numerous awards, including the 2001 Claude Pepper Community Service Award and the 1997 Social Security Administration Commissioner's Team Award. She attended Florida International University and was the recipient of a fellowship in health management at the John F. Kennedy School of Government at Harvard University.

Richard H. Carmona, M.D., M.P.H., FACS, VADM

U.S. Surgeon General, Public Health Service, U.S. Department of Health and Human Services

Vice Admiral Richard H. Carmona was sworn in as the 17th Surgeon General of the U.S. Public Health Service on August 5, 2002. As Surgeon General, one of his initiatives is to visit 50 schools in 50 states to promote the messages of prevention and the importance of physical activity. Before being named Surgeon General, Dr. Carmona was chairman of the State of Arizona Southern Regional Emergency Medical System; a professor of surgery, public health, and family and community medicine at the University of Arizona; and the Pima County Sheriff's Department surgeon and deputy sheriff. Dr. Carmona also has held progressive positions of responsibility as chief medical officer, hospital chief executive officer, public health officer, and finally chief executive officer of the Pima County health care system. He received his B.S. and M.D. degrees from the University of California, San Francisco, and his M.P.H. from the University of Arizona. Dr. Carmona is a Fellow of the American College of Surgeons and is certified in correctional health care and in quality assurance.

John Carney, M.P.A.

Lieutenant Governor of Delaware

As lieutenant governor of the state of Delaware, John Carney presides over the Senate and chairs the Board of Pardons. He also chairs the Delaware Health Care Commission, the Criminal Justice Council, and the Livable Delaware Advisory Council. The purpose of his education initiative, titled Model of Excellence in Education, is to identify practices in schools that have raised student achievement. In addition, the Lieutenant Governor's Challenge, a healthy lifestyle initiative to encourage Delawareans to be more active, addresses the state's high rates of heart disease and diabetes. Mr. Carney has distributed

nearly 25,000 free cable gunlocks through “Project HomeSafe.” In addition, he created a task force to look at health disparities among minority and low-income communities. A 1978 graduate of Dartmouth College, Mr. Carney holds a master’s degree in public administration from the University of Delaware.

Dana Carr

Program Specialist, Office of Safe and Drug-Free Schools, U.S. Department of Education

Dana Carr is a program specialist at the Department of Education's Office of Safe and Drug-Free Schools, working on health, mental health, environmental health, and physical education issues. Before joining the Department of Education, Ms. Carr was a senior policy analyst at Partnership for Prevention and a program analyst at the Centers for Disease Control and Prevention. She has a master’s degree in maternal and child health from Tulane University School of Public Health and Tropical Medicine. Ms. Carr also has expertise in early childhood education and development, as well as parenting support and education. She earned her undergraduate degree from Hobart and William Smith Colleges, with high honors in psychology and a teaching certification in elementary and secondary education.

Betty Jean Carter, M.S.

Project Director, Child Health Initiative, Healthy Children Healthy Futures, Strang Cancer Prevention Center

Betty Jean Carter is a skilled professional health educator and program developer who has experience conceptualizing, developing, implementing, and evaluating a wide range of national health education projects for children and families. She holds a master of science degree in school health education from San Francisco State University. Ms. Carter was on the original authorship team of the American Health Foundation’s Know Your Body (KYB) program, a comprehensive school health education program that evaluated a multidimensional intervention strategy to reduce cardiovascular and cancer risk factors in school age children. She also served as the managing editor of two preventive medicine newsletters. In addition to conducting several training seminars and presentations each year, Ms. Carter has authored or coauthored numerous articles in the lay press and in professional journals. Her most recent project is the Child Health Initiative, *Healthy Children Healthy Futures*, a healthy eating and physical activity program for Strang Cancer Prevention Center. Ms. Carter currently serves as project director of the initiative.

Emil Chiauzzi, Ph.D.

Vice President, Product Development, Inflexxion

With 20 years of clinical, research, and training experience in the addictions and psychiatric fields, Emil Chiauzzi is vice president of product development at Inflexxion in Newton, Massachusetts. Dr. Chiauzzi has served as principal investigator on numerous Federal grants with various branches of the National Institutes of Health. He has completed a number of CD-ROMs on health-related topics, including *Rebels*, on teen smoking cessation; *Safe and Sober*, on HIV prevention for substance abuse clients; *Facing the Future*, on relapse prevention for alcoholic clients; *Gopp’s Galaxy*, on tobacco and alcohol

prevention for K-2 children; On the Air, on tobacco cessation for substance abusers; and Crash Site, on impaired driving prevention for high school students. Dr. Chiauuzzi also authored the content for two Web sites, one on college high-risk drinking prevention called My Student Body: Alcohol and the other on college tobacco cessation called My Student Body: Tobacco.

Jeanne Chiquoine

Mission Collaboration Manager—Delaware, American Cancer Society

Jeanne Chiquoine is the American Cancer Society's mission collaboration manager for the state of Delaware. She works closely with the Delaware Department of Public Health, the Delaware Department of Education, and other community and professional organizations promoting cancer prevention. In addition to working on State and community physical activity initiatives, Ms. Chiquoine oversees the American Cancer Society's tobacco cessation programs and facilitates coordinated school health training programs within the state. In 2002, she won the American Cancer Society, Mid-Atlantic Division's Excellence in Advocacy Award for her work with the Lieutenant Governor's Challenge.

John Clymer

President, Partnership for Prevention

John Clymer is president of the Partnership for Prevention, a nonprofit health policy research organization based in Washington, DC. Partnership is a recognized source of tools to inform health policy and practice, developer of evidence-based health policy recommendations, and an influential advocate for workforce health. Beyond Partnership, John serves on the Task Force on Community Preventive Services, the board of the National Partnership for Immunization, the Prevention Research Initiative Advisory Council, and the Partnership for Health Literacy Steering Committee.

Nancy Collar, RRT-NPS

Respiratory Care Practitioner, Inova Fairfax Hospital/Inova Fairfax Hospital for Children

Nancy Collar, a registered respiratory therapist and neonatal pediatric specialist, has been a respiratory care practitioner (RCP) for 19 years. She currently works at Inova Fairfax Hospital/Inova Fairfax Hospital for Children (IFH/IFHC) as an RCP IV. Ms. Collar has chaired the Inova Health System's Pediatric Asthma Team for the past 2 years and has been a member of the team since its inception in 1988. She has worked in all areas of respiratory care, including clinical management, for the past 6 years and has extensive experience in pediatric asthma education in both hospital and community settings. Ms. Collar also is a respiratory educator for critical care nursing at IFH/IFHC and a Smoke Free—That's Me instructor for the American Lung Association. She has research experience in partial liquid ventilation and has published a number of abstracts in *Respiratory Care*.

Tricia Collins, R.D., L.N., A.C.E.

Wellness Community Programmer, Arlington County Department of Parks, Recreation, and Community Resources

Tricia Collins graduated from Ursinus College in 1981 with a bachelor's degree in exercise physiology. Seeing her clients' need for nutritional guidance as well as personal training, in 1999 Ms. Collins graduated magna cum laude from Howard University with a bachelor of science degree in nutritional sciences and subsequently became a registered dietitian and licensed nutritionist. Her position as a public health dietitian in Washington, DC, and Fairfax County, Virginia, exposed her to various age groups, cultures, and government programs. Currently, she designs and implements community wellness programs for Arlington County, Virginia, is the nutritionist for Sport and Health Regency Club, and has a private practice.

Lester M. Crawford, D.V.M., Ph.D.

Acting Commissioner, Food and Drug Administration

Lester M. Crawford is the acting commissioner of the Food and Drug Administration (FDA). He has held significant positions in the academic and professional worlds throughout his career, including director of FDA's Center for Veterinary Medicine, head of the University of Georgia's College of Veterinary Medicine Department of Physiology-Pharmacology, administrator of the U.S. Department of Agriculture's Food Safety and Inspection Service, executive vice president for scientific affairs of the National Food Processors Association, executive director of the Association of American Veterinary Medical Colleges, and director of FDA's Center for Food and Nutrition Policy. Dr. Crawford has played major roles in mandatory nutrition labeling, the formation of the World Trade Organization, and the control of chemical and microbiological contaminants of food. He also has held lectureships at a number of universities in the United States and abroad. Dr. Crawford received his doctor of veterinary medicine degree from Auburn University and his Ph.D. in pharmacology from the University of Georgia.

Sherlyn Dahl, M.P.H., B.S.N.

Executive Director, Family HealthCare Center

Sherlyn Dahl is the executive director of the Family HealthCare Center. She has a master's degree in public health, is a registered nurse, and has worked in the field of public health for the past 22 years. Ms. Dahl planned and coordinated the development of the Health Services Center, which provides healthcare services for homeless people. Ten years ago, she authored and administered a Section 330 community healthcare center grant to start a primary care program to improve access to health care for underserved people in Cass and Clay counties. Ms. Dahl is committed to the coordination of broad-based community services to address the multiple needs of high-risk populations.

Adam W. Darkins, M.D., M.P.H.

Chief Consultant, Office of Care Coordination, Department of Veterans Affairs

Adam W. Darkins is the chief consultant for the Office of Care Coordination at the Department of Veterans Affairs. The office is responsible for a major disease management

program deployment that incorporates home telehealth. Dr. Darkins trained as a neurosurgeon in the United Kingdom and undertook research for his doctoral thesis at UCLA. He established and directed an early telehealth network based at the King's Fund in London, with links to Dartmouth Medical School and Massachusetts General Hospital. His background as a clinician and healthcare executive and his work in health policy development give him insights into the clinical, technical, and managerial challenges involved in creating telehealth networks. Dr. Darkins has spoken widely on telehealth in the United States and Europe. He has published on telehealth topics, including clinical risk management in telemedicine, developing a viable business case for telemedicine, contracting for telemedicine services, and the physician/patient relationship in telemedicine.

Karen Donato, S.M., R.D.

Coordinator, NHLBI Obesity Education Initiative, National Heart, Lung, and Blood Institute, National Institutes of Health

Karen Donato serves as coordinator of the Obesity Education Initiative in the Office of Prevention, Education, and Control (OPEC) of the National Heart, Lung, and Blood Institute. A member of OPEC since 1986, Ms. Donato served as the executive director of the expert panel that developed the Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults. The clinical guidelines were released in June 1998 and were published in the September 1998 supplement of the *Journal of Obesity Research*. Ms. Donato has developed numerous spinoff products for healthcare providers, based on the clinical guidelines, as well as materials for patients and the public. She also spearheads the creation of educational activities targeting children, youth, and families that encourage heart-healthy habits to help prevent cardiovascular disease later in life and to help affect the public health burden of overweight and obesity. Ms. Donato oversees the Hearts N' Parks project supported in collaboration with the National Recreation and Park Association.

Stephen J. Downs

Senior Program Officer, The Robert Wood Johnson Foundation

Stephen J. Downs is a senior program officer at The Robert Wood Johnson Foundation, where he is responsible for developing strategies and overseeing grants related to the strategic use of informatics in health and health care. His work focuses on supporting the Foundation's objectives in public health and in quality improvements in chronic illness care. He also leads an internal staff team in the development and operation of the Foundation's Pioneer Portfolio, which supports high-risk, future-oriented efforts. From 1994 to 2002, Mr. Downs was a program officer and then director of the Technology Opportunities Program in the National Telecommunications and Information Administration of the U.S. Department of Commerce. During his tenure, the program provided nearly \$200 million in matching grants to public sector and nonprofit organizations for innovative demonstration projects that used information and communication technologies to enhance the delivery of services, such as health, education, and public safety, to underserved communities across the United States.

Colleen Doyle, M.S., R.D.

Director, Nutrition and Physical Activity, American Cancer Society

Colleen Doyle is the director of nutrition and physical activity for the American Cancer Society. As a registered dietitian who has worked in the health promotion field for more than 20 years, Ms. Doyle has extensive media and public speaking experience. She has appeared on national broadcasts, including CNN, Headline News, and Discovery Health, as well as numerous local news and cable television shows. Ms. Doyle also is frequently quoted in nationwide publications, including *USA Today*, the *Washington Post*, and the *Los Angeles Times*, and in a variety of consumer magazines, including *Better Homes and Gardens*, *Glamour*, and *Cosmopolitan*. She has contributed to a variety of books, has made numerous presentations at both scientific and consumer meetings, and is a member of the American Dietetic Association and the American College of Sports Medicine. Ms. Doyle has a bachelor's degree in nutrition from Miami University and a master's degree in human nutrition, with exercise science, from Ohio State University.

Darrel Droblich

Senior Director, National Sleep Foundation

Darrel Droblich is senior director of government and transportation affairs for the National Sleep Foundation (NSF). He oversees the foundation's legislative, grassroots, public policy, and transportation-related education programs, such as the national campaign to prevent drowsy driving. By working with state and national governments, sleep experts, organizations, corporations, and media representatives, NSF has led the way in bringing the issue of drowsy driving to the attention of millions of Americans and residents of other countries. Mr. Droblich has represented NSF at numerous professional meetings, in national publications and newspapers, and on national television programs. He also has served on planning committees and expert panels for the Department of Transportation and the National Institutes of Health. From 1990 to 1995, Mr. Droblich served as an aide to U.S. Senator Carl Levin (D) of Michigan. He received a B.A. in history from the University of Michigan in 1990.

Cathy C. Edgerly

Steps to a HealthierUS Program Coordinator, Inter-Tribal Council of Michigan

Cathy C. Edgerly is the *Steps to a HealthierUS* program coordinator for the Inter-Tribal Council of Michigan. Before assuming this position, she was the coordinator of SEMA (Strengthening and Educating Michigan's Anishinaabe), a tobacco education and prevention program. Ms. Edgerly also was the program coordinator for the Michigan Native American Adult Tobacco Survey project. For 5 years, she worked with the Sault Ste. Marie Tribe of Chippewa Indians, where she was employed as a fitness coordinator at the Chi Mukwa Arena. Her education includes a B.S. degree in exercise science from Lake Superior State University. Ms. Edgerly also holds a certificate from the American College of Sports Medicine and is currently pursuing a master's degree in health services.

Robert L. Ehrlich, Jr.

Governor of Maryland

Robert L. Ehrlich, Jr., served as a member of the Maryland House of Delegates and the U.S. Congress before being elected governor of Maryland. As governor, Mr. Ehrlich appointed a diverse team to tackle the budget crisis, fully funded the Thornton Commission recommendations to ensure a quality education for students in failing schools, and won passage of a landmark charter school initiative. Governor Ehrlich's Juvenile Justice Reform Initiative ensures that quality teachers staff Maryland's juvenile justice facilities. To reduce gridlock in Maryland, Mr. Ehrlich successfully lobbied the Bush administration to fast track planning for Montgomery County's proposed Inter-County Connector and recommended Federal funding for other highway and transit projects statewide. Mr. Ehrlich also has worked on public safety issues and convened the first cabinet-level Summit on Emergency Preparedness and Homeland Security in Maryland. He received degrees from Princeton University (1979) and Wake Forest University Law School (1982).

Martin R. Eichelberger, M.D.

Pediatric Surgeon, National SAFE KIDS Campaign

Martin R. Eichelberger is a pediatric surgeon and director of emergency trauma and burn services at Children's National Medical Center in Washington, DC. His expertise in the field of pediatric trauma care and injury control is a driving force behind the National SAFE KIDS Campaign, a nonprofit he founded in 1988 to focus on childhood injury prevention. The campaign has expanded to 16 countries and has become SAFE KIDS Worldwide. Dr. Eichelberger is also the director of the Crash Injury Research and Engineering Network for children and medical director of the Emergency Medical Services for Children (EMSC) National Resource Center. In addition, he is a professor of surgery and pediatrics at George Washington University School of Medicine. Dr. Eichelberger graduated from Princeton University and Hahnemann University Medical School and completed his surgical education at Case Western Reserve University Hospital in Cleveland and the Children's Hospital of Philadelphia.

Vickie Elisa

President, Mothers' Voices Georgia, Inc.

Vickie Elisa has more than 20 years of experience in the field of public health communication, social marketing, and program development. She is an Emmy, Telly, and Addy award-winning communication specialist who has created more than 200 healthcare and social service teleconferences on a variety of issues affecting women and youth. Ms. Elisa is an 8-year volunteer board member of Mothers' Voices Georgia, a nonprofit organization working to empower low-income women and at-risk youth to make responsible sexual health and other life skill decisions. She has worked with the World Conference of Mayors, Inc., in Nigeria and in Ghana, coordinating a summit on African women's health and economic issues. She is a member of the health policy committees of both the Georgia and the National Association of County Commissioners, vice president of the National

Congress of Black Women's Atlanta chapter, and a member of the Georgia AIDS Coalition's advisory board.

Thomas Eng, V.M.D., M.P.H.

President, eHealth Institute

Thomas Eng is president and founder of the eHealth Institute (www.ehealthinstitute.org), a nonprofit organization that explores ways to use emerging technologies to improve the health and well-being of all people. He is an expert in the application of emerging technologies to health communication, health care, and public/population health. He also is President of EvaluMetrix LLC (www.evalumetrix.com), an electronic health strategic consulting and product development company. Dr. Eng is chair of the Annual eHealth Developers' Summit, a judge for the Global Social Venture Competition and the Siemens Westinghouse Competition, a Health e-Technologies Initiative National Advisory Committee member, and an advisor for other electronic health ventures. He has authored or coauthored more than 100 peer-reviewed scientific articles, books/book chapters, and abstracts, including *The eHealth Landscape* and *Wired for Health and Well-Being*. Dr. Eng is an editor of the *Journal of Health Communication* and serves on the editorial board of *Internet Healthcare Strategies*.

Patricia Espino

Public Health Program Coordinator II, Department of Public Health/Childhood Asthma Program

Patricia Espino has more than 20 years of experience in health education in public health community programs. In her current role, she serves as program coordinator for the asthma initiative of the Riverside County Department of Public Health's Commission on Children and Families. She also serves as program coordinator for the California Asthma Among the School Aged project, which is funded by the University of California San Francisco. Ms. Espino's expertise is in health program development, management, and evaluation. She established and is co-chair of the Asthma Coalition Riverside County and collaborates with various public health programs, healthcare agencies, private providers, school districts, and community organizations to address asthma issues in the county.

Sokoya Finch, M.Ed.

Executive Director, Florida Family Network, Inc.

Sokoya Finch works for a wide variety of women and child health issues. She is the chief executive officer and executive director of Florida Family Network, Inc., an organization that advocates, educates, and promotes self-sufficiency among families by strengthening the family foundation. She also is the executive director of Gadsden County REEACH (Racial Ethnic & Environmental Approaches to Community Health), Inc., a 501(c)(3) entity. This grassroots, community-based organization evolved from a REACH 2010 demonstration grant funded by the Centers for Disease Control and Prevention. Ms. Finch is a family life consultant. She works with female inmates at the Federal correctional institution in Tallahassee, Florida, where she teaches parenting skills. She also works with the incarcerated women's children and families on weekends. Ms. Finch originally designed the

peer support group model, which is being implemented in several Federal and state *Healthy Start* programs in Florida. She is working on a doctoral degree at Florida State University.

Harvey V. Fineberg, M.D., Ph.D.

President, Institute of Medicine

Harvey V. Fineberg is president of the Institute of Medicine. He served as provost of Harvard University from 1997 to 2001, following 13 years as dean of the Harvard School of Public Health. Dr. Fineberg has devoted most of his academic career to the fields of health policy and medical decisionmaking. He helped found and served as president of the Society for Medical Decision Making and served as adviser and consultant to the Centers for Disease Control and Prevention and the World Health Organization. At the Institute of Medicine, he has chaired and served on a number of panels dealing with health policy issues, ranging from AIDS to vaccine safety. He is the author, co-author, and co-editor of numerous books and articles on topics such as AIDS prevention, tuberculosis control, assessment of new medical technology, clinical and public health decisionmaking, and understanding risk in society.

Judith E. Fradkin, M.D.

Director, Division of Diabetes, Endocrinology, and Metabolic Diseases, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health

Judith E. Fradkin is director of the Division of Diabetes, Endocrinology, and Metabolic Diseases in the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) at the National Institutes of Health. In her 22-year career at NIDDK, Dr. Fradkin has created or directed a diverse array of high-impact clinical and basic research programs, including multicentered clinical trials, diabetes and cystic fibrosis research centers, and scientific consortia, to define the genetic and environmental triggers of diabetes. Dr. Fradkin came to NIDDK as a clinical associate in 1979 after an endocrinology fellowship at Yale University. She earned her M.D. from the University of California at San Francisco in 1975 and completed an internship and residency at Harvard's Beth Israel Hospital in Boston. In addition to her oversight of major biomedical research programs, she has worked as an endocrinology consultant at the National Naval Medical Center in Bethesda, Maryland, since the mid-1980s. Dr. Fradkin is the 2003 recipient of the American Medical Association's Dr. Nathan Davis Award for outstanding public service in the advancement of public health.

Reggie Freeman, AAI/ISMA

Fitness Consultant, TOROBICS

Reggie Freeman, a certified aerobics instructor and motivational speaker, is the co-owner of TOROBICS, an aerobics company formed in 1991. TOROBICS was created to provide aerobics and self-esteem-building programs to empower men, women, and children to be their best. The aerobics classes feature funky music, fierce attitude, and frank discussions

about physical, professional, and personal development. From the selection of music—including the latest house, tribal, African, Latin, and urban mixes; dance patterns born out of African movements; and street grooves—TOROBICS promotes an addictive excitement that forces participants to be safe, to be fit, and to be entertained. Featured in the *Washington Post* on August 27, 2002, Mr. Freeman has been a fitness instructor at several Washington, DC, area venues, including the General Services Administration, Bowling Green Air Force Base, the Federal Election Commission, the YWCA, and the National Diabetes Education Program.

Joanne Gallivan, M.S., R.D.

Director, National Diabetes Education Program, National Institutes of Health

Joanne Gallivan is the director of the National Diabetes Education Program (NDEP) of the National Institutes of Health (NIH). The NDEP is an initiative to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of diabetes. Ms. Gallivan also has served as project manager for NIH's Weight-control Information Network, a national source of information on weight control, obesity, and weight-related nutritional disorders for health professionals and the public. She is a registered dietitian and a member of the American Dietetic Association (ADA), the ADA's Diabetes Care Practice Group, and the Maryland Dietetic Association. She received her bachelor of science degree in nutrition from the University of Connecticut and her master's degree in community nutrition from the University of Maryland. Ms. Gallivan has authored several articles on the NDEP and made numerous presentations at professional and consumer meetings on diabetes and the NDEP.

Joxel García, M.D., M.B.A.

Deputy Director, Pan American Health Organization

Joxel García is the deputy director of the Pan American Health Organization. He has primary responsibility for the emergency preparedness and disaster relief program and the areas of information and knowledge management and health analysis and information systems. In 1999, Dr. García was named commissioner of the Connecticut Department of Public Health, where he improved bioterrorism preparedness, created an urban health initiative, and launched several public health campaigns. Before his appointment as commissioner, Dr. García was the assistant director of obstetrics and gynecology at St. Francis Hospital and Medical Center. He is a nationally recognized gynecological surgeon, a certified diplomat of the American Board of Obstetrics and Gynecology, and a national leader on bioterrorism and surveillance, health disparities, and Latino and public health issues. Dr. García holds a medical degree from the Ponce School of Medicine in Ponce, Puerto Rico, and an M.B.A. from the University of Hartford in Connecticut.

Suzanne Gates, M.P.H.

Lead, Consumer Health Information, Office of Communication, Centers for Disease Control and Prevention

Ms. Gates has worked in public health for 15 years at the international, Federal, state, and local levels on issues ranging from nutrition, water sanitation, and tobacco use prevention

to child health and bioterrorism. She coordinates the development of consumer health information for the Centers for Disease Control and Prevention (CDC), including health literacy and online efforts so that people across age groups, language and reading proficiencies, and ethnicities are reached with core health messages through multiple channels. Under Ms. Gates' leadership, the consumer Web site at CDC aims to present information in plain language and effective design focused on healthy action, and to help consumers navigate the health and public health systems. Before arriving at CDC in 1994, Ms. Gates headed communication efforts for the Missouri ASSIST project and coordinated citywide volunteer recruitment, training, and recognition. Ms. Gates also was a Peace Corps volunteer in the Philippines.

Julie L. Gerberding, M.D., M.P.H.

Director, Centers for Disease Control and Prevention

Julie L. Gerberding became the director of the Centers for Disease Control and Prevention (CDC) and the administrator of the Agency for Toxic Substances and Disease Registry (ATSDR) on July 3, 2002. Before being named to these positions, Dr. Gerberding was acting deputy director of the National Center for Infectious Diseases (NCID), where she played a major role in leading CDC's response to the anthrax bioterrorism events of 2002. She joined CDC in 1998 as director of the Division of Healthcare Quality Promotion, NCID, where she developed CDC's patient safety initiatives and other programs to prevent infections, antimicrobial resistance, and medical errors in healthcare settings. Dr. Gerberding is an associate clinical professor of medicine at Emory University and an associate professor of medicine at UCSF. She earned a B.A. in chemistry and biology and an M.D. from Case Western Reserve University and an M.P.H. from the University of California, Berkeley.

Margaret J. Giannini, M.D., FAAP

Director, Office on Disability, Department of Health and Human Services

Margaret J. Giannini is the director of the Office on Disability in the Department of Health and Human Services (HHS), where she serves as advisor to Secretary Tommy G. Thompson on HHS activities related to disabilities. In 2001, Dr. Giannini became the principal deputy assistant secretary for aging at HHS. From 1981 to 1992, she was deputy assistant chief medical director for rehabilitation and prosthetics at the Department of Veterans Affairs. In 1979, she became the first director of the National Institute of Handicapped Research. Dr. Giannini was saluted by the Association for Pediatric Research, selected as Woman of the Year for Achievement in Medicine, and received several awards for her accomplishments in science and medicine. She has served on numerous national and international boards and chaired more than 60 international conferences on rehabilitation and developmental disabilities in many countries. In addition, she has published and lectured extensively both nationally and internationally.

Ron Z. Goetzel, Ph.D.

Director/Vice President, Cornell University Institute for Health and Productivity Studies/Medstat

Ron Z. Goetzel is the founding director of the Cornell University Institute for Health and Productivity Studies and vice president of consulting and applied research at Medstat. In both positions, Dr. Goetzel is responsible for leading innovative research projects and consulting services for healthcare purchaser, managed care, government, and pharmaceutical clients interested in conducting cutting-edge research focused on the relationship between health and well-being and work-related productivity. He is a nationally recognized and widely published expert in health and productivity management, return on investment, data analysis, program evaluation, and outcomes research. Over the past 20 years, Dr. Goetzel's work has focused on large-scale evaluations of health promotion, disease prevention, demand, and disease management programs. He is principal investigator for Medicare's Senior Risk Reduction Demonstration and New Opportunities for Healthy Aging in Medicare project. Dr. Goetzel earned his doctorate in organizational and administrative studies and his M.A. in applied social psychology from New York University.

Jeanne P. Goldberg, Ph.D., R.D.

Professor of Nutrition, Friedman School of Nutrition Science and Policy, Tufts University

Jeanne P. Goldberg is a professor of nutrition and director of the master's degree program in nutrition communication and the Center on Nutrition Communication at the Friedman School of Nutrition Science and Policy at Tufts University. She is currently co-investigator on two major intervention projects that focus on children. The BONES project is a 5-year intervention, funded by the National Institutes of Health, to promote bone health in early-elementary schoolchildren in diverse communities. Shape Up Somerville is an obesity prevention program for elementary schoolchildren and their families, funded by the Centers for Disease Control and Prevention. The Center on Nutrition Communication maintains two Web sites. Tufts Nutrition Navigator is a resource to guide the public to the best information on nutrition and fitness on the Internet. Nutrition Commentator provides expert commentary and interpretation on breaking stories on nutrition and food safety. In April 2002, Dr. Goldberg served as co-chair of a national Summit on Healthy Eating and Active Living.

Jewel S. Goodman, M.P.A.

Graduate Teaching, Old Dominion University

Jewel S. Goodman is a Ph.D. student in the College of Health Sciences at Old Dominion University. She earned a master of public administration degree at Troy State University. Her research interests include childhood sexual abuse prevention, specifically focus-group facilitation that examines ways to prevent child sexual abuse by educating both parents and children to recognize and respond to risky situations as highlighted by convicted adult offenders. In addition, Ms. Goodman is interested in health services research related to juvenile sex offender management and treatment. She is currently participating in a student-run project that has implemented a series of community health fairs in the Hampton Roads region of Virginia to provide community-based health education and basic health screenings to underserved populations.

Mary Margaret Gottesman, Ph.D., R.N., CPNP

Cochair, Bright Futures Pediatric Implementation Project, American Academy of Pediatrics

Mary Margaret Gottesman represents the American Academy of Pediatrics, where she serves as cochair for the Bright Futures Pediatric Implementation Project, a 5-year funded program supported by the Maternal and Child Health Bureau. She is the immediate past president of the National Association of Pediatric Nurse Practitioners (NAPNAP) and associate professor of clinical nursing at the Ohio State University College of Nursing. At the University, Dr. Gottesman directs the Pediatric Nurse Practitioner program and teaches in two interdisciplinary graduate specializations—neurodevelopmental disabilities and early intervention. She also chairs NAPNAP’s Healthy Eating and Activity Together (HEAT) National Initiative. Dr. Gottesman has created and taught child health and development programs statewide for personnel in the Ohio Department of Health’s Help Me Grow program serving children from birth to 3 years of age. She also coordinates and provides a wide range of health services for Head Start programs in Columbus.

Roger L. Greenlaw, M.D., FACP/G, ABHM

Medical Director, Swedish/American Center for Complementary Medicine

Roger L. Greenlaw serves as medical director for research and education at the Swedish/American (Hospital) Center for Complementary Medicine, which sponsors the Dr. Dean Ornish Program for Reversing Heart Disease and the Coronary Health Improvement Project (CHIP). Dr. Greenlaw is the founder and president of Rockford Gastroenterology Associates, Ltd., in Rockford, Illinois. He also serves on the faculty of the University of Illinois College of Medicine at Rockford as clinical professor of medicine. Dr. Greenlaw completed his internal medicine training at the University of Missouri in 1972 and a gastroenterology fellowship at Yale in 1975. He is board certified in internal medicine, gastroenterology, and holistic medicine. Dr. Greenlaw’s interest in prevention medicine and health promotion led to broad certification from the American Board of Holistic Medicine in December 2000. He is a member of the American Holistic Medical Association, the American Medical Association, and the American College of Gastroenterology.

Karen Gruenberg

Executive Vice President, Sesame Workshop

Karen Gruenberg is executive vice president of content for Sesame Workshop. In her role, Ms. Gruenberg oversees all Workshop content areas, including creative development, production, and corporate sales. She is responsible for establishing the direction and coordination for projects between divisions as well as between partners to foster collaboration by integrating and merging content, centralizing global project management, and driving new revenue streams through channels such as corporate sponsorship. Ms. Gruenberg previously held the position of senior vice president of strategic and project development, overseeing new properties and driving new revenue streams through corporate sponsorship. At the Workshop, she also was vice president/project director for Dragon Tales, corporate sales director, and national sales manager for *Sesame Street*

Parents Magazine. In these capacities, Ms. Gruenberg was responsible for developing and managing multimedia sponsorships with Ford, Kellogg's, Polaroid, and Merck. Before joining the organization, Ms. Gruenberg was a media planner at Grey Advertising. She earned a bachelor's degree from Lafayette College in Easton, Pennsylvania.

Aaron M. Hardy, M.S.

Wellness Coordinator, Washoe County School District (Reno, Nevada)

Aaron M. Hardy is the wellness coordinator for the Washoe County School District. The program he coordinates has received numerous national recognitions, including exposure at the first *Steps to a HealthierUS* summit in 2003 and the 2001 Outstanding Program of the Year Award from the Public Risk Management Association. He began his wellness career in 1993 by losing more than 100 pounds of unhealthy weight through proper nutrition and physical activity. He is the president and founder of Integrated Health and Wellness, which provides organizations with Internet-driven communication platforms to deliver behavior change initiatives and methods to secure funding for wellness programs. Mr. Hardy earned a bachelor's degree in physical education at Brigham Young University in 1997 and went on to receive a master's degree in health promotion in 2000.

Gregory J. Harris, MASS

Executive Director, Council of Church-Based Health Programs, Inc.

Gregory J. Harris serves as the executive director of the Council of Church-Based Health Programs, Inc., and is the associate director of Health Promotion Program Initiatives, Inc., in Tallahassee, Florida. He also is an adjunct instructor of sociology at Florida Agricultural and Mechanical University. Mr. Harris holds a master of applied social science degree in sociology from Florida Agricultural and Mechanical University and is currently working on a doctorate in family relations and family health at Florida State University. Mr. Harris's work over the past 15 years, including several projects with faith- and community-based organizations, has resulted in a faith-based model that has been replicated in programs across the country. He is well published in the areas of health promotion, community/partnership and coalition development, and disease prevention. Mr. Harris has received a number of community awards in recognition of his commitment and service to urban and rural communities across the United States. In addition, he has a distinguished history in prevention, faith-based and community development consulting, grant reviewing, and work with special populations.

Kevin Hatcher

Coordinator of Special Programs, Maryland Department of Health and Mental Hygiene

Kevin Hatcher is cocreator, producer, and host of "The Healthy Life Show," a 1-hour weekly broadcast that disseminates information on chronic disease prevention and treatment topics through the use of local radio broadcasting. The target audience for the broadcast is African Americans aged 18 to 64 throughout the Baltimore metropolitan area who are at increased risk for contracting chronic diseases and can benefit from lifestyle changes. The program began broadcasting in October 2000 and has a weekly listening audience of

4,000. Mr. Hatcher uses a talk radio format to engage invited guests in highlighting their efforts in chronic disease prevention.

Rick Haverkate, M.P.H.

STEPS Program Coordinator and Director of Health Services, Inter-Tribal Council of Michigan

Rick Haverkate is the STEPS Program coordinator and the director of health services for the Inter-Tribal Council (ITC) of Michigan, where he is responsible for 17 Native American-specific health promotion and disease prevention programs. Working for and with the federally recognized Indian tribes and urban Indian programs in Michigan, the ITC Division of Health Services plans for and implements programs that help to elevate the health status of Indian families. Mr. Haverkate has worked as a public health advisor and health education consultant for ITC, as a community health educator for the Sault Ste. Marie Tribe, and as a public information specialist for the Hawaii State Department of Health's HIV/STD Prevention Program. A tribal member of the Sault Ste. Marie Tribe of Chippewa Indians, Mr. Haverkate has a B.S. degree in community health education from Northern Michigan University and a master's degree in public health from the University of Hawaii.

Marian K. Hay, MSPH, CHES

Manager, Health Promotion, Christiana Care Health System

Marian K. Hay provides interventional smoking cessation counseling to inpatients within the Christiana Care Health System and facilitates group smoking cessation programs. She received her undergraduate and graduate degrees in public health and for the past 17 years has specialized in the development and implementation of disease prevention and health promotion programs in the workplace, locally, nationally, and internationally. In 1993, the Board of Sponsors of National Breast Cancer Awareness awarded Ms. Hay the National Awareness Achievement Award for Innovation and Excellence in Worksite Screening. The award recognized her work in the development of a comprehensive breast health awareness program for the Du Pont Company. Currently, Ms. Hay manages a grant from the state of Delaware to promote physical activity and the Lieutenant Governor's Challenge, a statewide physical activity program, at the worksite.

Joseph V. Henderson, M.D.

Professor, Community and Family Medicine, Dartmouth Medical School; Director, Interactive Media Laboratory, Dartmouth College

Joseph V. Henderson is a professor of community and family medicine at Dartmouth Medical School and director of Dartmouth's Interactive Media Laboratory (IML). He has 25 years of experience as a multimedia developer and educator, producing interactive multimedia programs for health professionals and patients. Many of the programs employ an e-learning model invented at IML, the Virtual Practicum. As part of DARPA-funded research, IML developed advanced applications and tools to anticipate the arrival of ubiquitous, broadband networks for the Army and National Guard. Dr. Henderson and his

development team have just completed a 4-year project with the Centers for Disease Control and Prevention to develop a next-generation distance learning system for public health. With funding through the Department of Homeland Security, Dr. Henderson and his team are developing a Virtual Terrorism Response Academy for first responders in law enforcement, fire service, and emergency medical services. The Academy will use the Virtual Practicum design, extended to include immersive, 3-D game elements.

Jessica Henry, M.S.

Associate Director, Southeast Community Research Center

Jessica Henry is the associate director of the Southeast Community Research Center in Atlanta, Georgia. She works with communities throughout the Southeast to advance their voice in national debates, while providing them with the tools and resources necessary to solve their problems. Ms. Henry has a B.A. in environmental economics and an M.S. in science and technology policy studies. Her research areas include the use of community-based participatory research in community empowerment, public health, and ethics, with a special interest in the intersection of knowledge creation and action for social change.

James Hersey, Ph.D.

Senior Evaluation Scientist, RTI International

James Hersey is a senior evaluation scientist at RTI International. A developmental psychologist from the University of Michigan, he has led a series of evaluations of health promotion and obesity prevention programs. His evaluation of statewide nutrition education networks was conducted for the Food and Nutrition Service of the U.S. Department of Agriculture. Dr. Hersey is currently leading the evaluation of state obesity prevention programs for the Centers for Disease Control and Prevention.

Shauna P. Hicks, M.H.S.

Special Assistant to the Deputy Commissioner for Health Services, South Carolina Department of Health and Environmental Control

Shauna P. Hicks is the special assistant to the deputy commissioner for health services with the South Carolina Department of Health and Environmental Control. Working under the direction of the deputy commissioner, she is responsible for ensuring daily coordination of deputy-level projects, policies, and organizational issues. Before her current position, Ms. Hicks was the assistant director for the agency's Office of Minority Health. She also has served as the project manager for the Strike Out Stroke Project, as a health promotion and marketing consultant, and as a health disparities consultant. Ms. Hicks graduated from New Mexico State University with a bachelor's degree in community health science, and she obtained a master's degree in health science from Georgia Southern University in affiliation with Armstrong State College in Savannah, Georgia.

Richard J. Hodes, M.D.

Director, National Institute on Aging, National Institutes of Health

Richard J. Hodes is the director of the National Institute on Aging (NIA) at the National Institutes of Health (NIH). NIA is the principal Federal funding agency for studies of the basic, clinical, epidemiologic, and social aspects of aging. Dr. Hodes also directs the Immune Regulation Section. He has enjoyed a long career in science at NIH—first as a clinical investigator at the National Cancer Institute, then as deputy chief and acting chief of the National Cancer Institute’s Immunology Branch. Since 1982, he has served as program coordinator for the U.S.-Japan Cooperative Cancer Research Institute. He is a Diplomat of the American Board of Internal Medicine, a member of the Dana Alliance Brain Initiatives, a Fellow of the American Association for the Advancement of Science, and a member of the Institute of Medicine of the National Academy of Sciences. Dr. Hodes is a graduate of Yale University and received his M.D. from Harvard Medical School.

Thomas J. Hoerger, Ph.D.

Senior Economist, RTI International

Thomas J. Hoerger is codirector of the Health Economics and Financing Program at RTI International. He specializes in health economics, cost-effectiveness analysis, hospital and physician behavior, and healthcare reform. Dr. Hoerger has led a series of projects examining diabetes incidence, prevalence, costs, and cost-effectiveness for the Division of Diabetes Translation of the Centers for Disease Control and Prevention. During this research, he directed development of a cost-effectiveness model for type 2 diabetes. He also has led numerous studies for the Centers for Medicare & Medicaid Services and other Federal agencies. Before joining RTI, Dr. Hoerger was an assistant professor of economics at Vanderbilt University. He has published extensively in peer-reviewed journals, including the *Journal of Health Economics*, *Journal of the American Medical Association*, *Health Care Financing Review*, *Review of Economics and Statistics*, *Medical Care*, *Diabetes Care*, and *Medical Decision Making*.

Mike Huckabee

Governor of Arkansas

Since becoming governor of Arkansas in 1996, Mike Huckabee has supported education reforms to significantly expand the availability of college scholarships, increase the number of charter schools, and establish new approaches to workforce education. Mr. Huckabee also is a leader in improving health care, creating the ARKids First program to extend health insurance coverage to uninsured children and leading a ballot initiative to devote the state’s tobacco settlement money to improving the health of Arkansans. Governor Huckabee won passage of the first major tax cuts in state history, led efforts to establish a Property Taxpayers’ Bill of Rights, and created a welfare reform program that reduced the welfare rolls in the state by almost 50 percent. The governor co-chairs the Delta Regional Authority, chairs the Southern Regional Education Board and the Education Commission of

the States, and is the president of the Council of State Governments. Mr. Huckabee graduated from Ouachita Baptist University.

Rose M. Savage Jackman, M.P.H.

Senior Program Director, State University of New York Downstate Medical Center

Rose M. Savage Jackman is the founder and director of a worksite health promotion program at the State University of New York Downstate Medical Center. She received her master's degree in public health from the Hunter College School of Health Sciences, with a specialty in community health. She also is a certified group fitness instructor and weight management specialist. Ms. Jackman's career in community health spans more than two decades, and she has received numerous citations for developing health promotion programs in urban communities.

Alice K. Jacobs, M.D.

President-Elect, American Heart Association

Alice K. Jacobs, a professor of medicine at Boston University School of Medicine and director of the Cardiac Catheterization Laboratory and Interventional Cardiology at Boston Medical Center, is president-elect of the American Heart Association (AHA). She also serves as chair of the Professional Education Committee, a member of the Science Advisory Coordinating Committee, and chair of the Council on Clinical Cardiology Program Committee. Dr. Jacobs is involved in local AHA activities and is the president of the Northeast Affiliate. In addition, she is a member of several American College of Cardiology (ACC) writing groups, establishing training criteria in interventional cardiology, assessing and maintaining competence in interventional cardiology, and updating guidelines for the performance of percutaneous coronary intervention. Dr. Jacobs is a member of the American Board of Internal Medicine Interventional Cardiology Test Committee and the ACC/AHA Task Force on Practice Guidelines. Her major research activities are in the area of invasive cardiology and coronary revascularization.

Gail Janes, Ph.D., M.S.

Health Scientist, Epidemiology Program Office, Centers for Disease Control and Prevention

Gail Janes is a health scientist in the Division of Prevention Research and Analytic Methods in the Epidemiology Program Office of the Centers for Disease Control and Prevention (CDC). Her current work focuses on the systematic review of the literature on population-based interventions to improve the prevention, diagnosis, and treatment of major depression. She also is interested in the integration of public- and private-sector health information systems and its impact on evaluation, quality assessment, and performance measurement. Dr. Janes staffs the Quality Workgroup of the National Committee on Vital and Health Statistics and has represented CDC on the Technical Advisory Group to the National Committee on

Quality Assurance and the American Medical Association's Research Workgroup. She came to CDC in 1992 from the Department of Veterans Affairs Cooperative Studies Coordinating Center. Dr. Janes holds a Ph.D. in biology from Georgetown University and a master's degree in biostatistics from the University of Illinois School of Public Health.

Elizabeth (Beth) Johnson, M.S., R.D.

Senior Advisor, U.S. Department of Agriculture

Before her appointment as senior advisor in the U.S. Department of Agriculture (USDA), Beth Johnson served as vice president of Fleshman-Hillard, Inc., in Washington, DC, where she worked with a variety of food and agricultural clients. Before joining Fleshman-Hillard in 1998, Ms. Johnson was a senior professional staff member at the Senate Agriculture Committee, where she coordinated policy in the areas of nutrition, farm credit, and livestock. In addition, she was associate director for food policy at the National Cattlemen's Beef Association. Her previous Government experience includes positions at the Food and Drug Administration as a nutritionist for the food labeling division and at the USDA Agricultural Research Service as a research dietitian. A registered dietitian, Ms. Johnson holds a master of science degree in nutrition from the University of Maryland and a bachelor of science degree in dietetics from Ball State University.

Melissa Johnson, M.S.

Executive Director, President's Council on Physical Fitness and Sports

Melissa Johnson, appointed by President George W. Bush as executive director of the President's Council on Physical Fitness and Sports, manages the activities and operations of the Council based in Washington, DC, an advisory committee to the President and the Secretary of the U.S. Department of Health and Human Services (HHS). The Council supports the President's *HealthierUS* initiative, which encourages Americans to be physically active every day, and HHS Secretary Tommy G. Thompson's *Steps to a HealthierUS*. Before her present appointment, Ms. Johnson served as director of the California Governor's Council on Physical Fitness and Sports (1997–2002), which was formed by Governor Pete Wilson and chaired by California Governor-elect Arnold Schwarzenegger. Ms. Johnson has a master's degree in health and fitness management from American University in Washington, DC.

Frances Kaplan, M.P.H.

Steps Program Manager, Steps to a HealthierUS, Arizona Department of Health Services

Frances Kaplan serves as the Arizona *Steps to a HealthierUS* program manager in the Office of Chronic Disease Prevention and Nutrition Services at the Arizona Department of Health Services. She brings more than a decade of community-based, multicultural health program development, implementation, and evaluation, with an emphasis on collaborative partnerships, training, and technical assistance in both infectious and chronic disease prevention and control. Ms. Kaplan directed the Joslin Community Outreach Program in Boston for 3 years before relocating to Phoenix. She also lived and worked in the

Dominican Republic for nearly 4 years, first as a community health project specialist with the Peace Corps and then as a grants program assistant manager for a national project under a United States Agency for International Development cooperative agreement. Ms. Kaplan is fluent in Spanish and holds a master's degree in public health from Boston University, where she concentrated in social and behavioral sciences and health services.

Woodie Kessel, M.D., M.P.H.

Assistant Surgeon General, U.S. Public Health Service; Deputy Director for Medical and Health Science, Office of Disease Prevention and Health Promotion

Woodie Kessel is the deputy director for medical and health science in the Office of Disease Prevention and Health Promotion of the Department of Health and Human Services and an Assistant Surgeon General in the U.S. Public Health Service. His professional expertise integrates the disciplines of engineering, pediatrics, primary care, and public health with firsthand experience in providing health care in underserved communities. Dr. Kessel developed and directed the President's *Healthy Start* initiative to reduce infant mortality and formulated the principles that led to the State Children's Health Insurance Program. He is the senior child health science advisor in the Office of the Secretary and co-director of the President's Task Force on Environmental Health Risks and Safety Risks to Children. Dr. Kessel earned an M.P.H. from the School of Hygiene and Public Health at Johns Hopkins University, an M.D. from the Albert Einstein College of Medicine, and a bachelor's degree in electrical engineering from Drexel University.

Kathleen Killion

Executive Director of Health Literacy, BJC HealthCare

Kathleen Killion serves the community in her role as executive director of health literacy at BJC HealthCare, the largest private employer in the state of Missouri. She is responsible for developing and delivering community health programs via the BJC School Outreach and Youth Development Program, the BJC Corporate Services Program, and the OASIS older adult program. Ms. Killion also is the grant author and fiscal manager for the "Healthy Mind Body Spirit" program, a 3-year faith-based initiative and partnership between Interfaith Partnership and every healthcare provider in St. Louis targeting underserved individuals in the community. In addition, Ms. Killion leads the BJC employee health literacy effort designed to improve the health and awareness of BJC's 26,000 employees and has developed strategic partnerships with Johnson & Johnson, the St. Louis Cardinals, Subway, Weight Watchers, and the St. Louis Science Center in support of this program.

Patrick Koepl, M.A.

Vice President, Matthews Media Group, Inc.

Patrick Koepl has more than 10 years of experience in conducting social and behavioral research in a variety of settings. He is a qualitative research specialist, with extensive experience conducting qualitative evaluation and ethnographic research in health- and education-related projects. Mr. Koepl is currently the director of research and evaluation for the Matthews Media Group, Inc. (MMG), where he oversees all formative, process, impact, and outcome research for MMG's diverse base of government, nonprofit, and

private-sector clients. His key specialization is designing, implementing, and analyzing qualitative research initiatives, including market research and programmatic evaluation. Mr. Koeppl is a seasoned focus group moderator, adept at designing, implementing, moderating, and reporting on focus group research, indepth interviews, intercept surveys, and other market research strategies. He is pursuing a Ph.D. in public and community health at the University of Maryland and has both undergraduate and graduate degrees in applied cultural anthropology.

Tim Lane, M.A.

Fitness Consultant, Iowa Department of Public Health

Tim Lane is the fitness consultant for the Iowa Department of Public Health and the creator of FITnet the Nation's first daily "health e-mail," distributed to more than 300,000 readers in all states and numerous foreign countries. This effort led to the research for and publication of Mr. Lane's first book, *The Quotable Walker*.

Carrie Larson

Project Coordinator, Qualidigm®

Carrie Larson is a project coordinator for Qualidigm®, a healthcare quality improvement organization located in Middletown, Connecticut. Ms. Larson has acted as project coordinator on the Assessing Barriers And Creating Useful Solutions (ABACUS) project since the program's inception in 2000. The ABACUS project is an education and outreach program sponsored by the Susan G. Komen Foundation. Connecticut's Race for the Cure aims to improve access to mammography services for women with disabilities in Connecticut. In 2002, the Americans with Disabilities Act Coalition of Connecticut presented Qualidigm with the President's Award for outstanding service to the disability community. At Qualidigm®, Ms. Larson also coordinates the Healthy Aging Medicare Stop Smoking Program. She is responsible for developing surveys and data collection systems, organizing community-based outreach, providing technical assistance for enrollment, and overseeing the general marketing and outreach for the program.

Lisa M. Letourneau, M.D., M.P.H.

Director, Clinical Integration, MaineHealth

Lisa M. Letourneau is a board-certified internist who practiced emergency medicine for 7 years before beginning work on clinical improvement and quality improvement initiatives. After developing a strong interest in population-based health while working as a health plan medical director, she pursued further study in the field, receiving a master's degree in public health in 2002. Since 2000, she has served as the director of clinical integration for MaineHealth, a nonprofit integrated healthcare delivery system, where she is responsible for providing leadership and support for several healthcare improvement initiatives. Dr. Letourneau has a wide range of clinical and administrative experience and a particular interest in helping to build connections between public health and clinical care. She has

been involved in the planning and implementation of several chronic illness programs at MaineHealth, including programs to improve care for diabetes, asthma, and heart failure.

Claresa Levetan, M.D.

Professor and Chief, Division of Endocrinology, American Association of Clinical Endocrinologists

Claresa Levetan is a noted endocrinologist who has been internationally recognized for her work on translating science and technology into improved healthcare options for patients with diabetes. Testifying before the U.S. Congress on the economic and health benefits of empowering patients to take a more active role in their own care, Dr. Levetan demonstrated that personalized empowerment tools, which provide patients with diabetes with their own A1c status and goals, can significantly improve outcomes. Working with the Centers for Medicare & Medicaid Services, she developed and co-authored a book titled *Day by Day Diabetes*, which was tested by the Medicare population and has been shown to improve patients' knowledge and understanding of their disease. As a member of the steering committee of the NIH and Centers for Disease Control and Prevention's National Diabetes Education Program, Dr. Levetan led a successful research and national initiative to translate the specialized terms associated with glycated hemoglobin into the simple term "A1c."

Marian Levy, Dr.P.H., R.D.

Associate Director, Health Promotion and Grants Management, Children's Foundation Research Center of Memphis, University of Tennessee Health Science Center

Marian Levy serves as associate director of health promotion and grants management for the Children's Foundation Research Center of Memphis. She received her doctorate in public health from UCLA and is an assistant professor of pediatrics at the University of Tennessee Health Science Center. A registered dietitian, Dr. Levy has more than 15 years of experience in health promotion research. She has co-authored numerous peer-reviewed articles and conducted several child health initiatives related to school health promotion, Latino health, obesity prevention, diabetes management, and asthma control. A past president of the Tennessee School Health Coalition, Dr. Levy serves on the executive committee of the Tennessee Healthy Weight Network and helped develop a comprehensive statewide plan to reduce overweight in Tennessee youth. Dr. Levy is a co-investigator with Dr. Gail Beeman on the Para los Niños initiative to promote healthy eating and increased physical activity in Hispanic children and their families.

Garry M. Lindsay, M.P.H., CHES

Director of Business Partnerships, Partnership for Prevention

Garry M. Lindsay is director of business partnerships for Partnership for Prevention in Washington, DC, where he leads Partnerships for a Healthy Workforce, a national alliance of businesses dedicated to improving the health of the American workforce. Before joining the Partnership, Mr. Lindsay managed health promotion for Mobil Corporation. At a Michigan public health department, he launched an employee wellness program that won a Department of Health and Human Services award. A certified health education specialist,

Mr. Lindsay holds a master of public health degree in health behavior/health education from the University of Michigan and a B.S. in education from Central Michigan University. He has written two book chapters about integrating worksite health promotion and employee assistance programs and has published articles in national and international peer-reviewed journals. Mr. Lindsay was quoted in a *USA Today* article that included a color photograph of him running in front of the Lincoln Memorial in Washington, DC.

Ann-Marie Lynch, M.A.

Principal Deputy Assistant Secretary for Planning and Evaluation, U.S. Department of Health and Human Services

Ann-Marie Lynch is the principal deputy assistant secretary in the Office of the Assistant Secretary for Planning and Evaluation (ASPE), U.S. Department of Health and Human Services (HHS). She advises the Secretary of HHS on health policy initiatives and is responsible for major activities in the areas of policy coordination, legislation development, policy research and evaluation and economic analysis. Prior to joining the Administration, Ms. Lynch held several positions, including Vice President for Policy at the Pharmaceutical Research and Manufacturers of America (PhRMA); Staff Director of the Health Subcommittee of the U.S. House of Representatives, Committee on Ways and Means; Senior Policy Analyst for the Prospective Payment Assessment Commission (now the Medicare Payment Advisory Commission); and an economist in the Bureau of Policy Development of the Health Care Financing Administration (now the Center for Medicare and Medicaid Services). Ms. Lynch received an M.A. from Duke University and a B.A. from Fairfield University.

Denis P. Lynch, D.D.S., Ph.D.

Professor of Oral and Maxillofacial Pathology, Marquette University

Denis P. Lynch received his doctor of dental surgery degree from the University of California at San Francisco in 1976. He subsequently completed a residency in oral and maxillofacial pathology and earned a Ph.D. in experimental pathology at the University of Alabama at Birmingham. Dr. Lynch joined the faculty of the University of Texas Dental Branch at Houston in 1981, eventually serving as executive associate dean. In 1993, he became executive associate dean of the College of Dentistry at the University of Tennessee Memphis, where he served as both professor of dentistry and professor of medicine until 2002. Dr. Lynch is currently professor of oral and maxillofacial pathology and associate dean for academic affairs at Marquette University School of Dentistry in Milwaukee. He also serves as professor of dermatology at the Medical College of Wisconsin. Dr. Lynch is the author of numerous scientific articles and book chapters and coauthored *The Mouth: Diagnosis and Treatment*.

James S. Marks, M.D., M.P.H.

Director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

James S. Marks has been director of the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) since 1995. He received his B.A. from Williams College and his M.D. from the State University of New York at Buffalo. After his pediatric training at the University of California at San Francisco, he served 2 years as an Epidemic Intelligence Service officer at the Centers for Disease Control and Prevention (CDC) assigned to the Ohio Department of Health. As a Fellow in The Robert Wood Johnson Clinical Scholars Program at Yale University, he received his M.P.H. and served as acting state epidemiologist for Connecticut. After returning to CDC in 1980, Dr. Marks held several positions before serving as coordinator for chronic disease activities in the Office of the Director, as deputy director for public health practice at NCCDPHP, and as director for the Division of Reproductive Health. In 1996, he was sworn in as an assistant surgeon general.

David McCarron, M.D.

President, Academic Network

David McCarron is a visiting professor with the Department of Nutrition at the University of California-Davis and former head of the Nephrology Division at Oregon Health and Science University. An internationally recognized authority on the role of dietary nutrients in cardiovascular disease, Dr. McCarron has served as a consultant, investigator, media contact, and medical board member/chairman to numerous private and public organizations over the past 25 years. He is the author of more than 250 medical publications and serves on the editorial boards of several scientific journals. Dr. McCarron is a Fellow in the American College of Physicians and the American Heart Association Council for High Blood Pressure Research and is a founding member of the board of the American Society of Hypertension. He is a frequently invited speaker at U.S. and international medical research institutions and symposia and has been featured in national media, including the *New York Times*, *Washington Post*, CNN, CBS, PBS, and NPR.

Dennis Milne, M.B.A.

Vice President, Patient Education, Healthcare Markets Division, American Heart Association

Dennis Milne works in the Healthcare Markets Division and is responsible for providing strategic marketing and communications planning and direction to assist the American Heart Association and the American Stroke Association in reaching stated health objectives and goals for the patient market. He is responsible for directing staff in the development of business plans and provides expertise and leadership on the creation, implementation, and management of patient interventions focused on disease management and risk factor management. Programs, products, and services use a wide array of media, including print, broadcast, and Web. Key to Mr. Milne's work is creating strategic alliances with professional, corporate, and Government partnering organizations. Before joining the American Heart Association in 1989, Mr. Milne's career spanned 12 years of marketing experience with Fortune 500 companies, including Kimberly-Clark Corporation, Quaker

Oats Company, and Sara Lee Corporation. Mr. Milne holds B.S. and M.B.A. degrees from Iowa State University.

Alicia Moag-Stahlberg, M.S., R.D., L.D.

Executive Director, Action for Healthy Kids

Alicia Moag-Stahlberg is the executive director of Action for Healthy Kids, the nationwide initiative launched at the 2002 Healthy Schools Summit. A nationally recognized authority in the field of nutrition and communications, she recently developed the Washington, DC, Healthy Schools Summit, a collaboration of more than 30 education, health, physical activity, and nutrition organizations and government agencies. Ms. Moag-Stahlberg's experience includes advisory board facilitation, strategic planning, professional marketing, constituency building, and issues management. The recipient of several awards for her contributions to the field of cardiovascular nutrition, Ms. Moag-Stahlberg is a member of the American Dietetic Association, the American Heart Association, and the American Diabetes Association. She earned her bachelor's and master's degrees in science and medical dietetics from the University of Illinois-Chicago and is a licensed and registered dietitian. As the mother of two teenagers, Ms. Moag-Stahlberg is passionate about children, nutrition, and physical activity.

Robin E. Mockenhaupt, Ph.D., M.P.H.

Acting Director, Health Group, The Robert Wood Johnson Foundation

Robin E. Mockenhaupt works on health behavior, chronic disease management, and community and family health issues. She is a member of The Robert Wood Johnson Foundation's health and behavior, clinical care management, and community and family health program management teams. Before joining the Foundation in September 1999, Dr. Mockenhaupt worked as the acting director of the planning, development, and evaluation department at AARP in Washington, DC, where she directed the overall strategic planning and reporting for AARP's field structures at regional and state levels. She also held positions in various other departments at AARP, including field operations, health advocacy services, and the National Resource Center on Health Promotion and Aging. In addition, Dr. Mockenhaupt has held positions at Focus Technologies, Inc., in Washington, DC; the National Center for Education in Maternal and Child Health at Georgetown University; and the Health Education and Research and Development Departments at the National Health Screening Council in Bethesda, Maryland.

Maureena I. Moran, M.B.A.

Director of Web Services, Division of Health Informatics, Group Health Cooperative

Maureena I. Moran has served as the director of Web services for the Group Health Cooperative in Seattle since the inception of MyGroupHealth, Group Health's external Web site, in 2000. Before this position, Ms. Moran led a cross-departmental system and process improvement initiative for Group Health. Her professional interests lie in the effective use of information technologies to transform operations and exceed customers' expectations.

Before coming to Group Health in 1998, Ms. Moran spent 4 years with Deloitte Consulting, working on a variety of strategy and system projects in Deloitte's healthcare industry practice. Ms. Moran holds an M.B.A. degree from the University of Washington and a bachelor's degree from the University of California, Berkeley.

Natalie Napolitano

Respiratory Care Practitioner III, Inova Fairfax Hospital for Children

Natalie Napolitano is a registered neonatal/pediatric specialist at Inova Fairfax Hospital for Children, where she is a respiratory care practitioner and a respiratory care patient educator. In addition, she provides asthma education in the community as a health educator for Inova Health Source and serves as co-chair of the Asthma Coalition of Northern Virginia. In 2003, Ms. Napolitano founded Camp ASTHMAtopia and serves as its director. She also serves as chair of the neonatal/pediatric committee for the Virginia Society for Respiratory Care and chair of the committee for the formation of national guidelines for pediatric acute care protocols for the American Association for Respiratory Care. Ms. Napolitano graduated from Gannon University in 2000 with a bachelor of science degree in respiratory care.

Patricia Newcomb, R.N.

Director, State Programs, Delmarva Foundation, Inc.

Patricia Newcomb joined the Delmarva Foundation in 2000. As the director of state programs and managed care, Ms. Newcomb is responsible for the coordination and oversight of Medicare and Medicaid quality review activities. She is a program consultant for State and Federal agencies, with an emphasis on process improvement models that assist her clients in evaluating and managing Medicare and Medicaid managed care systems. She has served as project director for the Medicare + Choice Quality Review Organization (M+CQRO) and special project director for the 2003 Maryland Insurance Commission's CareFirst Fairness Evaluation. Before joining Delmarva, Ms. Newcomb was employed by MAMSI Health Plans, Inc., as senior supervisor of medical affairs. Ms. Newcomb earned her baccalaureate degree in nursing at Wilmington College in Wilmington, Delaware, and her diploma in nursing at MacQueen Gibbs Willis School of Nursing in Easton, Maryland. She is certified in managed care nursing.

Derek Newell, M.B.A., M.P.H.

Vice President, Commercial Accounts, LifeMasters Supported SelfCare, Inc.

Derek Newell is vice president in charge of commercial accounts at LifeMasters Supported SelfCare, Inc., a leading disease management organization. Before this position, he served as vice president of outcomes measurement and product management at LifeMasters. Before joining LifeMasters, Mr. Newell was vice president of product management at a software company. He started his career serving as an advisor to both the World Health Organization and the United States Agency for International Development in the design, implementation, and evaluation of health-related infrastructure projects in South Africa. Mr. Newell also has served as the head of business analysis for one of the largest medical groups in California. He has a strong background in healthcare finance and has

co-developed and taught healthcare finance classes at the Haas School of Business of the University of California, Berkeley. Mr. Newell holds two master's degrees, in business administration and public health, both from the University of California, Berkeley.

Phillip Page, M.S., P.T.

Physical Therapist and Owner, Benchmark Physical Therapy, The Hygenic Corporation

Phillip Page is a physical therapist and owner of Benchmark Physical Therapy in Baton Rouge, Louisiana. He is also the manager of clinical education and research for Thera-Band products. His clinical and research interests include chronic musculoskeletal pain and the promotion of physical activity in older adults. Mr. Page has presented internationally on exercise and rehabilitation topics. In addition, he is a certified athletic trainer and strength and conditioning specialist. In response to the National Blueprint To Increase Physical Activity in Adults Aged 50 or Older, Mr. Page was involved in authoring a toolkit on active aging. The toolkit was developed by a panel of researchers and healthcare providers to assist healthcare providers in providing physical activity programs for their patients. Mr. Page helped design the First Step to Active Health program, a model for providing physical activity prescriptions.

Dalton G. Paxman, Ph.D., M.A.

Regional Health Administrator, HHS Region III Office (Philadelphia)

Dalton G. Paxman is the health administrator for the mid-Atlantic region of the U.S. Department of Health and Human Services (HHS). Dr. Paxman administers public health programs in emergency preparedness, minority health, population affairs, and women's health. From 1996 to 2000, he served as the senior environmental health advisor for the Office of Disease Prevention and Health Promotion, as senior staff on key multiagency environmental health and science policy initiatives, and as the HHS liaison to the National Science and Technology Council for the White House Office of Science and Technology Policy. Before coming to HHS, Dr. Paxman was a senior policy analyst in the environmental program at the Office of Technology Assessment in the U.S. Congress, where he directed congressional studies in the areas of health risk assessment research, comparative risk assessment, and environmental regulations. He received his Ph.D. in environmental health sciences from the Johns Hopkins University School of Hygiene and Public Health.

Nico P. Pronk, Ph.D.

Vice President, Center for Health Promotion and Research Foundation

Nico P. Pronk is vice president of the HealthPartners Center for Health Promotion, a department responsible for member and communitywide health education and improvement programs. He also is a research investigator in the HealthPartners Research Foundation, where he serves as codirector of the Population Health Unit. In this role, he conducts studies in the areas of behavior change, population health improvement, and the impact of systems-level change on health-related outcomes. Dr. Pronk has a broad background in exercise science and behavioral medicine and has published extensively in

the areas of exercise and physical activity, behavior change, and the integration of health risk management strategies in population health initiatives. He currently serves on the editorial boards of *Disease Management and Health Outcomes* and *Preventing Chronic Disease*. Dr. Pronk earned a Ph.D. in exercise physiology from Texas A&M University and completed a postdoctoral research fellowship in behavioral medicine at the University of Pittsburgh School of Medicine.

Barbara Quaintance, M.A.

Director, Programs and Community Service, AARP

Barbara Quaintance is the director of programs and community service at AARP. Her role is to advance AARP's social mission by providing leadership on association-wide efforts, including the social impact agenda, community service initiative, state capacity, volunteer review, and enhanced field capacity. Before assuming her current position, Ms. Quaintance was interim director of programs for the social impact agenda team, director of community service, and director of state and volunteer leadership. Ms. Quaintance served as director of field operations from 1994 to 1998. From 1980 to 1991, she held a variety of positions at AARP, including interim director of programs and manager of health advocacy services. Her first role at AARP was as a senior program specialist in health advocacy services. Ms. Quaintance holds a master's degree in gerontology from the University of Southern California and a bachelor's degree in sociology and political science from the University of Illinois.

Stephen C. Redd, M.D., M.P.H.

Chief, Air Pollution and Respiratory Health Branch, Centers for Disease Control and Prevention

Stephen C. Redd is chief of the Air Pollution and Respiratory Health Branch of the National Center for Environmental Health at the Centers for Disease Control and Prevention. Since being hired as branch chief in 1997, Dr. Redd has overseen development of a three-part Branch strategy to reduce the health burden from asthma in the United States. The components of the strategy call for improving asthma tracking activities, implementing scientifically proven programs, and working in partnership. Dr. Redd also serves as co-chair of the Asthma Priority Area Workgroup of the President's Task Force on Environmental Health Risks and Safety Risks to Children. Over the past several years, the Branch has become increasingly involved in indoor air issues, particularly examining the health effects of exposure to indoor mold.

Dorothy G. Richardson, M.D.

Vice Chair, The President's Council on Physical Fitness and Sports

Dorothy G. Richardson is currently medical director of the National Training Center in Clermont, Florida, a state-of-the-art facility for athletes of all levels, located on a campus with a fully staffed hospital (South Lake Hospital) and the University of Central Florida. She is an orthopedic surgeon with Ray-Richardson Orthopedic Associates. In addition to her medical career, Dr. Richardson is a well-known athlete in the sport of softball and is a two-time Olympic Gold medalist (1996 and 2000). Dr. Richardson earned her bachelor's degree

in kinesiology and pre-med from the University of California Los Angeles and her master's degree in exercise physiology/health from Adelphi University. She earned her M.D. from the University of Louisville Medical School. A recipient of numerous medals and awards, Dr. Richardson has been featured regularly in national media, including *The New York Times* and *The Today Show*.

Roxanne L. Rodgers, R.N.

Special Projects Director, Delmarva Foundation for Medical Care, Inc.

Roxanne Rodgers has more than 30 years of healthcare experience, including clinical nursing, hospital and nursing home administration, healthcare quality improvement, and project management. Employed at the Delmarva Foundation since 1989, she currently directs four projects focusing on the appropriate construction of outcome measures for healthcare settings, evaluating the use of managed care health outcome surveys, assisting the Centers for Medicare & Medicaid Services (CMS) in monitoring selected hospitals as part of the national voluntary hospital reporting initiative, and directing the Medicare lifestyle modification program demonstration (a congressionally mandated national project to determine the feasibility of expanding the Medicare coverage benefit for prevention cardiac rehabilitation programs). Ms. Rodgers won a national CMS beneficiary service award for a community-focused mammography screening project, was a national trainer for the Medicare + Choice program, and led two pressure ulcer pilot projects in the nursing home setting.

Michael F. Roizen, M.D.

Professor of Medicine and Anesthesiology, SUNY Upstate Medical School; Chair, Scientific Advisory Board, RealAge, Inc.

Michael F. Roizen is a professor of medicine and anesthesiology at the SUNY Upstate Medical School. He has published more than 155 peer-reviewed scientific papers, 100 textbook chapters, 30 editorials, 4 medical books, and 13 patents. After 9 years on the faculty of the University of California, San Francisco, Dr. Roizen chaired the Department of Anesthesia and Critical Care at the University of Chicago for 17 years. His first lay book, *RealAge: Are You As Young As You Can Be?*, became a *New York Times* best-seller. Dr. Roizen chairs the Scientific Advisory Board of RealAge, a company that motivates healthy behaviors. Almost 2 million people subscribe to the RealAge "Tip of the Day." His new book, *The RealAge Makeover*, will be published in April 2004. Dr. Roizen is a graduate of Williams College and the University of California, San Francisco, Medical School.

CAPT Penelope Royall, P.T., M.S.W.

Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion)

Penelope Royall is the deputy assistant secretary for health in the Office of Disease Prevention and Health Promotion of the Office of Public Health and Science (OPHS) at the Department of Health and Human Services. CAPT Royall, a U.S. Public Health Service commissioned corps officer, has most recently served as acting executive director of the

President's Council on Physical Fitness and Sports and as a senior public health advisor in the Immediate Office of the Assistant Secretary for Health. Before joining OPHS, CAPT Royall activated and led the Department of Physical Rehabilitation at the new Federal Medical Center in Butner, North Carolina, as the chief of physical rehabilitation. She also has served as chief physical therapist and clinical social worker at the Federal Correctional Institution in Butner.

Carmen V. Russoniello, Ph.D., CTRS

Director, Psychophysiology and Biofeedback Laboratory, East Carolina University

Carmen V. Russoniello has conducted more than 10 years of research to understand the underlying psychophysiological processes evoked by recreation participation and the relationship of these processes to health. Recreational activities encompass a wide array of benefits and are often positively perceived by participants. There is growing evidence that this positive perception enhances compliance as well as the biochemical benefits in activities such as exercise. Dr. Russoniello's research has involved cortisol levels, heart rate variability, and psychological measurements to determine the benefits of recreational activity in preventing and/or reducing alcohol abuse and alcoholism, childhood obesity, and childhood posttraumatic stress disorder. Dr. Russoniello is a faculty member at East Carolina University, where he teaches courses in recreational therapy and biofeedback. He is a past president of the American Therapeutic Recreation Association.

Barbara O. Schneeman, Ph.D.

Director, Office of Nutritional Products, Labeling, and Dietary Supplements, Center for Food Safety and Applied Nutrition, Food and Drug Administration

Barbara O. Schneeman will join the Food and Drug Administration on May 3, 2004, as director of the Office of Nutritional Products, Labeling, and Dietary Supplements in the Center for Food Safety and Applied Nutrition. She will oversee the development of policy and regulations for dietary supplements, nutrition labeling and food standards, infant formula, and medical foods. Dr. Schneeman has served as a faculty member at the University of California, Davis, since 1976. Her primary research interest is the influences of dietary factors on the rate and site of nutrient absorption and the adaptation of the gastrointestinal tract to dietary factors. Dr. Schneeman has published extensively in several nutrition research journals, including the *Journal of the American Dietetic Association*, *Journal of Nutrition*, and *American Journal of Clinical Nutrition*. She received her B.S. degree from the University of California, Davis, in food science and technology and her Ph.D. in nutrition from the University of California, Berkeley.

Dirk G. Schroeder, Sc.D., M.P.H.

Executive Vice President, HispaniCare (a Division of DrTango, Inc.); Associate Professor of International Health, Emory University

Dirk G. Schroeder is an expert in Latino health and a tenured associate professor at Emory University's School of Public Health. He also is the executive vice president and co-founder of HispaniCare, a division of DrTango, Inc. Dr. Schroeder is a frequent speaker on how to leverage technology to improve health care for multilingual and minority groups. He is a

technical advisor on health disparities to the National Business Group on Health and AstraZeneca Pharmaceuticals, among other organizations. As an academic, Dr. Schroeder has conducted research on child health and nutrition in dozens of Latin American and Asian countries. He is the author of 1 book and 80 peer-reviewed articles and book chapters and is fluent in Spanish and Indonesian. Dr. Schroeder has a postdoctoral degree from Cornell University, doctorate and master's degrees from Johns Hopkins University, and a bachelor's degree from Stanford University.

Joan B. Sechrist, R.D., M.S.

Health Educator and Registered Dietitian, Sentara Healthcare

Joan B. Sechrist is a health educator and registered dietitian with Sentara's Community Health and Prevention Program. She earned her B.S. degree in nutrition from the State University of New York at Plattsburgh and her M.S. degree in nutrition from Virginia Polytechnic Institute and State University. She completed her dietetic internship at the University of Virginia. Ms. Sechrist is currently working on a doctorate specializing in adult education at Old Dominion University. In her current position, she develops Web content for Sentara Internet and intranet sites, employee newsletter articles, and lectures on healthy eating and nutrition for the Sentara Healthy Edge Employee Health Improvement Program, Sentara insured employer groups, and community-sponsored events. She also presents the nutrition component of Healthy Heart, a 4-week nutrition education and exercise program to reduce the risk of heart disease. In addition, Ms. Sechrist developed "Eating for Life," a self-directed video and workbook program on healthy eating.

Richard Seelig, M.D.

Vice President, Medical Applications, VeriChip Corporation

Richard Seelig is vice president for medical applications at the VeriChip Corporation, where he is responsible for the development and implementation of VeriChip. A board-certified surgeon, Dr. Seelig practiced surgery in Morris County, New Jersey, for 20 years. In addition to his clinical practice, he was a consultant to the United States Surgical Corporation and Davis+Geck in the areas of minimally invasive surgery and new product development. On September 16, 2001, Dr. Seelig implanted himself with two VeriChips, initiating the implementation of the product. Since December 2001, Dr. Seelig has been interviewed in numerous media venues and has been an invited speaker at many national and international forums to discuss the healthcare applications of implantable radio frequency identification device microchip technology. Dr. Seelig earned a bachelor's degree from the George Washington University and an M.D. degree from the University of Medicine and Dentistry of New Jersey, where he is a clinical assistant professor of surgery.

Sam S. Shekar, M.D., M.P.H.

Associate Administrator, Bureau of Primary Health Care, Health Resources and Services Administration

Sam S. Shekar is the associate administrator for the Bureau of Primary Health Care in the Health Resources and Services Administration of the U.S. Department of Health and Human Services. He manages the \$1.47 billion health center program that funds more than 3,600 health centers and clinics across the nation. Each year, these centers provide family-oriented preventive and primary healthcare services to 11 million people. Dr. Shekar oversees President Bush's Health Center Initiative, which is designed to add 1,200 new and expanded health center sites by 2006 and increase the number of patients treated annually to 16 million. He is a Public Health Leadership Institute alumnus and a former Public Health Service Primary Care Policy Fellow and has received two Secretary's Distinguished Service Awards. Dr. Shekar is a board-certified Fellow of the American College of Preventive Medicine. He received his B.S., M.D., and M.P.H. degrees from the University of Michigan, Ann Arbor.

E.J. Siegl, M.A., R.N.

Oncology Nurse Consultant, Michigan Department of Public Health

E.J. Siegl serves as a statewide oncology nurse specialist in the Michigan Department of Public Health. She provides leadership, expert oncology nursing consultation, and education relating to the latest developments in oncology nursing research, evidence-based cancer treatment, and supportive care for breast, cervical, colorectal, prostate, and other identified cancers. Ms. Siegl has more than 21 years of experience in acute health care, community health care, and academic facilities. Her responsibilities have included supervising, training, and evaluating new employees and staff; developing and implementing patient and provider education programs; planning and implementing specialized projects and programs that affect patients and healthcare personnel; developing protocols and procedures for research projects and overseeing implementation of research studies; consulting with university, providers, and community representatives on numerous ethical and oncology patient-care-related issues; and providing expert continuous quality improvement consultation and professional education to agencies and providers in the federally funded Breast and Cervical Cancer Control Project.

Laura M. Simonds, M.S., M.Ed.

Executive Director, Partnership to Promote Healthy Eating and Active Living

Laura M. Simonds, executive director of the nonprofit Partnership To Promote Healthy Eating and Active Living, oversees the implementation of its national initiative titled "America On the Move." She worked previously with Johnson & Johnson to create alliances with local advocacy organizations and health plans. Ms. Simonds also served as vice president at Circadian Technologies, Inc., in Cambridge, Massachusetts, where she consulted with 24-hour companies to identify causes of employee fatigue and implement interventions to improve employee and operational productivity. She also worked with American Corporate Health Programs, Inc., to oversee the design, implementation, and evaluation of workplace health promotion programs for Fortune 500 companies. Ms.

Simonds holds a B.A. in marketing from the College of William and Mary, an M.S. in health and fitness management from American University, and an M.Ed. from Harvard University. She has delivered numerous national and international presentations focused on community and workplace interventions.

Sergey V. Sirotinin, M.Sc., MSME

President and Chief Executive Officer, dbaza, Inc.

Sergey V. Sirotinin, president and chief executive officer of dbaza, Inc., co-founded the company in 1997 with the vision of improving the well-being of children with chronic health conditions. His expertise in information technology, combined with principles of educational theory, has guided the creation of interactive health-related educational tools for children and their families. In the past 7 years, dbaza has become a leader in the field of computer-based diabetes education that helps children master self-management skills. Mr. Sirotinin also has directed research and product development initiatives aimed at service providers to broaden the health benefits of computer-based education for youths with diabetes. In addition, he serves as a principal investigator on several Small Business Innovation Research grants from the National Institutes of Health. Mr. Sirotinin holds a master's degree in biophysics from Krasnoyarsk State University in Russia and a master's degree in mechanical engineering from the University of Pittsburgh.

Susan J. Snyder

Director, Senior Wellness Project, Senior Services of Seattle/King County

Susan J. Snyder has directed the Seattle-based Senior Wellness Project of Senior Services of Seattle/King County since 1997. The project is in 61 sites in 6 states—Washington, California, Michigan, New York, Illinois, and Maine—and in Washington, DC. Under her leadership and with the help of community and university partners, the Senior Wellness Project has received three national awards, including the 1999 Archstone Foundation Award for Excellence in Program Innovation, the 2000 National Institute of Senior Centers Research Award, and the 2004 National Council of the Aging Health Promotion Institute Best Practice Award. In 2003, the Senior Wellness Project was named 1 of 10 exemplary physical activity programs for seniors in the United States. Before her work with the Senior Wellness Project, Ms. Snyder was a senior center director and, for 15 years, an area Agency on Aging program manager. She currently serves on the Community Advisory Board of the University of Washington Health Promotion Research Center.

Sally Squires, M.S., M.S.

Medical and Health Writer, Washington Post's Lean Plate Club

Sally Squires is a nationally known medical and health writer for the *Washington Post*, where she also writes a weekly column called the Lean Plate Club. She hosts the popular Lean Plate Club online Web chat, writes a weekly electronic Lean Plate Club newsletter, and is a regular television and radio commentator about health on local and national

programs. Her articles have appeared in numerous national publications, including *Woman's Day*, *Modern Maturity*, *Parade*, and *Reader's Digest*. Ms. Squires is co-author of *The Stoptlight Diet for Children*, a scientifically proven behavioral program developed at the University of Pittsburgh, which is designed to help overweight children lose weight safely and keep it off. Ms. Squires is the biographer of the medical philanthropist, Mary Lasker, and is at work on a PBS television documentary about the last leprosy hospital in the United States. She holds two master's degrees, in journalism and nutrition, from Columbia University.

Sylvia Stevens-Edouard, M.S.

Director of Community Relations, Blue Cross/Blue Shield of Massachusetts

Sylvia Stevens-Edouard is director of community relations at Blue Cross/Blue Shield Massachusetts. In 1998, she developed Jump Up and Go!, an initiative promoting youth physical activity and nutrition. She created the 5-2-1 Prescription for Children's Health message and helped develop the Jump Up and Go! television campaign. Ms. Stevens-Edouard serves on the steering committee for the Boston STEPS grant and is co-chair of the Massachusetts Department of Public Health's obesity prevention plan social marketing taskforce. She also serves on community advisory committees for the Harvard Prevention Research Center and the Center for the Study of Sport in Society. In 2002, Ms. Stevens-Edouard received the William A. Hinton Award for outstanding commitment to public health. She was awarded the 2002 Presidential Citation by the Massachusetts Association for Health, Physical Education, Recreation and Dance. An Emmy award-winning television producer, Ms. Stevens-Edouard is a graduate of the University of Pennsylvania and holds a master's degree from Boston University.

Charles E. Stimler, M.D., M.P.H.

Medical Officer, IPRO

Dr. Charles E. Stimler is an internist and oncologist with a lifelong interest in the intersection between mental and physical health. He has worked at IPRO in New York for the past 9 years, during which time he has been clinical leader on numerous quality improvement projects. His emphasis has been on quality-of-life issues, focusing on pressure ulcer prevention, acute postoperative pain management, and improving the quality and adequacy of advance directives. More recently, he has been director of the hospital-based quality improvement effort in New York and has started and led rapid-cycle collaboratives for pneumonia, surgical infection prevention, and smoking cessation. Over the past 3 years, he has become deeply involved in mental health issues and has worked on projects focusing on substance abuse, schizophrenia, and depression. The AMI-Depression project, a statewide collaborative effort to promote the screening and treatment of depression among cardiac patients in New York State, is the culmination of 2½ years of work in this area.

James L. Stone, M.S.W, C.S.W.

Deputy Administrator, Substance Abuse and Mental Health Services Administration

James L. Stone is deputy administrator of the Substance Abuse and Mental Health Services Administration. Most of his career has been in public employment as a social worker in New York state, including work in detention care and in the state Division for Youth. In the mental health field, he was director of mental health in Livingston County, chief of outpatient treatment at Willard Psychiatric Center, and chief of treatment service at Rochester Psychiatric Center. Mr. Stone was appointed director of mental health and community services for Monroe County in February 1988, where he oversaw the county Office of Mental Health and four other divisions. He served as chair of the New York State Conference of Local Mental Hygiene Directors in 1994–1995 and was commissioner of the New York State Office of Mental Health from 1995 to 2003. Mr. Stone has a bachelor's degree and an M.S.W. from Syracuse University.

Victor J. Strecher, Ph.D., M.P.H.

Professor and Director, University of Michigan Center for Health Communications Research; Chief Science Officer, HealthMedia, Inc.

Victor J. Strecher is a professor of health behavior and health education and the associate director of the Comprehensive Cancer Center at the University of Michigan. His academic interests focus on the role of interactive communication for health promotion, disease prevention, and disease management. He has been principal investigator on more than \$20 million in research grants in this area. In August 2003, Dr. Strecher received a 5-year, \$10 million grant from the National Cancer Institute to create the Center for Health Communications Research. In 1998, he founded HealthMedia, Inc.—a company designed to create interactive health communications solutions for medical care, employer, pharmaceutical, and government settings. The intention of HealthMedia, Inc. is to bring the highest quality science, operational capabilities, and creativity to the marketplace. The company now has more than 60 employees and has secured a significant client base.

Ann M. Taubenheim, Ph.D., M.S.N.

Coordinator, Women's Heart Health Education Initiative, National Heart, Lung, and Blood Institute

Ann M. Taubenheim is the coordinator of the Women's Heart Health Education Initiative in the Office of Prevention, Education, and Control of the National Heart, Lung, and Blood Institute (NHLBI), National Institutes of Health. For this initiative, she serves as the project officer for The Heart Truth, a national media and education campaign aimed at increasing women's awareness of heart disease and its risk factors. Dr. Taubenheim also oversees all activities related to the NHLBI Health Information Center and works with one of NHLBI's community-based cardiovascular health projects in Colorado.

Tommy G. Thompson

Secretary, U.S. Department of Health and Human Services

Tommy G. Thompson is the leading advocate for the health and welfare of all Americans. He became Secretary of the Department of Health and Human Services in February 2001, after having served as Governor of Wisconsin since 1987. During his 14 years as governor, Secretary Thompson focused on revitalizing Wisconsin's economy. He gained national attention for his leadership on welfare reform and education, and he expanded access to health care for low-income people. Secretary Thompson has received numerous awards for his public service, including the Anti-Defamation League's Distinguished Public Service Award. In 1997, the Secretary received *Governing* magazine's Public Official of the Year Award, and in 1998 he received the Horatio Alger Award. The Secretary has served as chairman of the National Governors' Association, the Education Commission of the States, and the Midwestern Governors' Conference. He received his B.S. and J.D. degrees from the University of Wisconsin, Madison.

Paula I. Threadgill, Ph.D.

Northwest District Director and Family and Youth Administrator, Mississippi State University Extension Service

Paula I. Threadgill received her B.S. in 1977 from the University of Alabama, her M.S. in 1990 from the University of Montevallo, and her Ph.D. in education in 1998 from Mississippi State University. She is the northwest district director and family and youth administrator of the Mississippi Cooperative Extension Service at the Delta Research and Extension Center in Stoneville, MS. Dr. Threadgill also serves as an assistant professor of agricultural information science and education at Mississippi State University. In addition, she has been an assistant specialist in organizational development at the Mississippi State University Extension Service. She also served as a county agent and interim coordinator for 4-H youth development with the Alabama Cooperative Extension Service.

Dorothy Triplett, M.Ed.

Project Director, Health and Wellness Initiative, Spelman College

As project director of the Health and Wellness Initiative, Dorothy Triplett leads the efforts to a comprehensive, co-curricular approach to disease prevention and health promotion for the Spelman College student body. Ms. Triplett's delivery of keynote presentations to diverse audiences on public health issues has gained her wide acclaim. She also provides expert technical assistance to public and private organizations, educational institutions, faith groups, private corporations, and individuals in the areas of public health, infrastructure development, and capacity building. As project director, Ms. Triplett creates student-based activities centered on health and wellness promotion and develops regional, national, and international partnerships to encourage students' commitments to personal health and wellness and to promote, motivate, and support responsible health choices for African American and Hispanic women aged 18 to 24 who attend historically black colleges and universities.

Marge Tripp

Director, Community Health Promotion Division, Williamson County and Cities Health District

Marge Tripp is the director of the Community Health Promotion Division of the Williamson County and Cities Health District. The Community Health Promotion Division develops opportunities for all families in Williamson County to grow their own fresh vegetables and to engage in daily exercise. Before her employment at the local public health department beginning in 1996, Ms. Tripp worked for the Texas Department of Health as chief of volunteer services. While in that position, she managed the largest AmeriCorps Volunteers In Service To America (VISTA) project in the history of the organization—302 volunteers. She is passionate about public health and the opportunities she has to encourage people to stay healthy.

Reed V. Tuckson, M.D.

Senior Vice President, Consumer Health and Medical Care Advancement, United Health Group

Reed V. Tuckson is senior vice president of consumer health and medical care advancement at United Health Group. His previous positions include senior vice president of professional standards for the American Medical Association, president of the Charles R. Drew University of Medicine and Science in Los Angeles, senior vice president for programs of the March of Dimes Birth Defects Foundation, and commissioner of public health for the District of Columbia. A member of several healthcare-related and academic organizations, Dr. Tuckson also serves on the Secretary of Health and Human Services' Advisory Committee on Genetic Testing. A graduate of Howard University and the Georgetown University School of Medicine, Dr. Tuckson was a Robert Wood Johnson Clinical Scholar of the University of Pennsylvania and studied healthcare administration and policy at the Wharton School of Business. Dr. Tuckson has written and spoken extensively on topics concerned with community health, disparities in health status, and quality and performance measurement.

Elaine N. Turner, R.N., B.S.N.

Community Education Specialist and Coordinator, Healthy Hearts Northeast, Northeast District Department of Health

Elaine N. Turner is a community education specialist and an employee of Day Kimball Hospital, where she organizes community health education and employee wellness programs and conducts risk assessments. She is subcontracted to the Northeast District Department of Health to coordinate the cardiovascular health program called Healthy Hearts Northeast. Ms. Turner has working partnerships with 12 rural towns and their recreation departments, schools, social groups, industry, and healthcare organizations to facilitate environmental and policy change to increase activity and improve nutrition. Ms. Turner's area of interest is primary prevention and the individual's natural ability to heal. She is a certified Reiki practitioner and is currently enrolled in the naturopathic physician

program at Clayton College of Natural Health, where she is studying body/mind medicine, energy techniques, and holistic health. Ms. Turner is a frequent speaker on the subject of energy medicine and teaches self-healing and stress reduction to persons with disabilities.

Carol F. Velthoven, M.S.N., R.N.

Project Manager, Michigan's Health Care Quality Improvement Organization

Carol F. Velthoven has managed several state-contracted projects during her 5 years with the Michigan Peer Review Organization, including a collaborative quality improvement project with the Michigan Department of Community Health to improve clinical outcomes for clients screened in the statewide Breast and Cervical Cancer Control Program. For this project, Ms. Velthoven has conducted annual data validation and performance adherence studies, provided continuous quality improvement training and consultation to a decentralized coordinator, and assisted with the development and implementation of improvement plans. She received her bachelor of science degree in nursing from Wayne State University and her master of science degree in nursing from Oakland University. Her nursing career includes positions in education, management of outpatient services, and quality management. Ms. Velthoven also is recognized as a certified professional in healthcare quality.

Andrew C. von Eschenbach, M.D.

Director, National Cancer Institute, National Institutes of Health

Andrew C. von Eschenbach is the director of the National Cancer Institute (NCI) at the National Institutes of Health. Most recently, he directed the Genitourinary Cancer Center and the Prostate Cancer Research Program at the University of Texas M.D. Anderson Cancer Center in Houston. He also served as vice president for academic affairs and as executive vice president and chief academic officer. Dr. von Eschenbach was a founding member of the National Dialogue on Cancer, and before accepting his current position at NCI, he was president-elect of the American Cancer Society. Dr. von Eschenbach received his medical degree from Georgetown University Medical School in 1967. He completed residencies in general surgery and urology at Pennsylvania Hospital in Philadelphia, then was an instructor in urology at the University of Pennsylvania School of Medicine. He served as a lieutenant commander in the U.S. Navy Medical Corps.

Mark D. Weist, Ph.D.

Director, Center for School Mental Health Assistance, University of Maryland at Baltimore

Mark D. Weist obtained a Ph.D. in clinical psychology from Virginia Polytechnic Institute and State University in 1991 and is a professor in the Department of Psychiatry at the University of Maryland School of Medicine. He directs the Center for School Mental Health Assistance, which aims to promote the expansion and improvement of mental health programs in schools across the country. Dr. Weist also directs the School Mental Health Program, which provides assessment, treatment, and prevention services to youth in 22 elementary, middle, and high schools in Baltimore. He is active in the American Psychological Association, the American School Health Association, the National Assembly on School-Based Health Care, and the International Union for Health Promotion and

Education. Along with colleagues, he is establishing the International Alliance for Child and Adolescent Mental Health and Schools (www.intercamhs.org). Dr. Weist serves on a number of editorial boards and has edited books on school-based mental health and on promoting resilience in children.

Rebecca Whiteman, M.A.

Senior Health Analyst, Family Violence Prevention Fund

Rebecca Whiteman is a senior health analyst for the Family Violence Prevention Fund (FVPF). She is currently exploring reimbursement strategies and electronic protocol support tools for high-risk behavioral health conditions, including screening and intervention for current and past family violence. The intent of this project is to work with a variety of Federal and state programs, including reproductive health and chronic care collaboratives, to develop integrated clinical responses for intimate partner violence. Before her work at FVPF, Ms. Whiteman was the director of a federally funded Title X reproductive health clinic in Vacaville, California, and was the center director for Planned Parenthood–Fairfield and Vallejo. As a childhood and adult survivor of abuse, Ms. Whiteman frequently speaks out on the role of the healthcare community in identifying and responding to abuse in all healthcare settings.

R. Sanders Williams, M.D.

Dean, School of Medicine, Duke University

R. Sanders Williams is dean of the School of Medicine at Duke University. He served on the faculty of Duke University and the University of Texas Southwestern Medical Center before assuming his current post in 2001. Dr. Williams has published approximately 200 papers in major journals; has led clinical, research, and educational programs in cardiology; and is a principal architect of the Dallas Heart Disease Prevention Project. In addition, he has served as president of the Association of University Cardiologists, chairman of the Research Committee of the American Heart Association, and member of the editorial boards of several scientific journals. His professional memberships include the Institute of Medicine of the National Academy of Sciences, Alpha Omega Alpha, the American Society for Clinical Investigation, and the Association of American Physicians. Dr. Williams was educated and received advanced postdoctoral training at Princeton University, Duke University, Harvard University (Massachusetts General Hospital), Oxford University, and the Cold Spring Harbor Laboratory.

Harry Wilson

Associate Commissioner, Family and Youth Services Bureau, Administration on Children, Youth and Families

As an associate commissioner for the Administration on Children, Youth and Families, Harry Wilson is charged with leading the Family and Youth Services Bureau (FYSB). The bureau provides national leadership on youth issues and assistance to help community-based organizations provide effective, comprehensive services for youth in at-risk

situations. As the lead for an agency-wide, crosscutting initiative on positive youth development, Mr. Wilson uses his experience in youth advocacy and his expertise as an urban faith-based youth leader to promote youth empowerment and engagement strategies across the Federal Government. He also serves on the Interagency Council on Homelessness. In addition, Mr. Wilson is involved in the President's Mentoring Initiative. FYSB has oversight responsibilities for faith-based and community-based programs that provide mentoring services for children of prisoners. Recently, FYSB expanded to include Family Violence Prevention Services, which supports 2,200 shelters across the nation serving women and children who experience domestic violence.

Meg Wise, Ph.D., M.S.

Assistant Scientist, Center for Health Systems Research and Analysis, University of Wisconsin, Madison

Meg Wise is an assistant scientist on the Comprehensive Health Enhancement Support System (CHESS) project at the Center for Health Systems Research and Analysis at the University of Wisconsin, Madison. Her research is focused on the processes people use to learn in the face of chronic and life-threatening illnesses and on how to translate these processes into e-health systems to help improve disease self-management, communication with family and doctor, and quality of life. Dr. Wise has led a team effort to personalize CHESS by integrating tailored interactive symptoms and disease management feedback tools with telephone nursing case management. Other research interests include mapping patients' CHESS use patterns onto their illness experience and their health and psychosocial outcomes, integrating narrative and quantitative analysis methods, and cost analysis. Dr. Wise has a master's degree in library and information science and a doctorate in adult learning and lifespan development from the University of Wisconsin.

Leo Wisniewski, M.A.

President and Chief Executive Officer, ATN Integrated Media

Prior to cofounding ATN Integrated Media, Mr. Wisniewski was executive vice president of sales for the Sports Education Network (SEN), a Pittsburgh-based distance-learning company engaged in producing athletic instructional clinics. In his role at SEN, Mr. Wisniewski developed a schedule of 16 instructional programs, featuring world-class coaches. These programs were broadcast to schools around the nation. The schedule featured 10 top coaches from Penn State and Stanford Universities. Prior to his work with SEN, Mr. Wisniewski gained valuable experience in the e-commerce area as the director of business development with two companies: OneSoft Corporation and On Demand Solutions (acquired by CMGI). Through his initiative at On Demand Solutions, the New York Yankees were secured as a client. Mr. Wisniewski holds a master of arts degree in religion from Trinity Episcopal Seminary.

Fred B. Wood, D.B.A., M.B.A.

Computer Scientist, Office of Health Information Programs Development, National Library of Medicine

Fred B. Wood is a computer scientist in the Office of Health Information Programs Development at the National Library of Medicine (NLM). He helps coordinate various NLM tribal outreach projects, including Tribal Connections in the Pacific Northwest and Southwest, and NLM's participation in the National Institutes of Health's American Indian Powwow Initiative focused in the Middle Atlantic region. He also is involved in the evaluation of Web-based health information services. Dr. Wood first interacted with the Native American community while working at the former Office of Technology Assessment of the U.S. Congress, where he directed the study titled "Telecommunications Technology and Native Americans." On prior projects, he has visited American Indian tribes in several States, Alaska Natives in remote villages, and Native Hawaiians on the Hawaiian Islands. He has found that Native American philosophy and values have important meaning in his own life.

Shahla M. Wunderlich, Ph.D., R.D., FACN

Professor, Department of Human Ecology, Montclair State University

Shahla M. Wunderlich is a professor of food and nutrition at Montclair State University (MSU). She has been coordinator of the food and nutrition programs at MSU for the past 10 years and is currently serving as the graduate advisor for the Department of Human Ecology. Dr. Wunderlich has received several grants, most recently from the U.S. Department of Health and Human Services through the Hudson County Office on Aging, to provide nutrition and nutrition support for senior citizens. Her research findings in the area of maternal and child nutrition and nutrition assessment of the elderly and college students have been published and presented at national, state, and international professional meetings. Dr. Wunderlich also has served as a reviewer for many nutrition textbooks. She received her Ph.D. from the Massachusetts Institute of Technology in nutritional biochemistry and metabolism and is a registered dietitian and certified nutrition specialist.

Howard J. Zeitz, M.D.

Director, Asthma and Allergy Services, University of Illinois

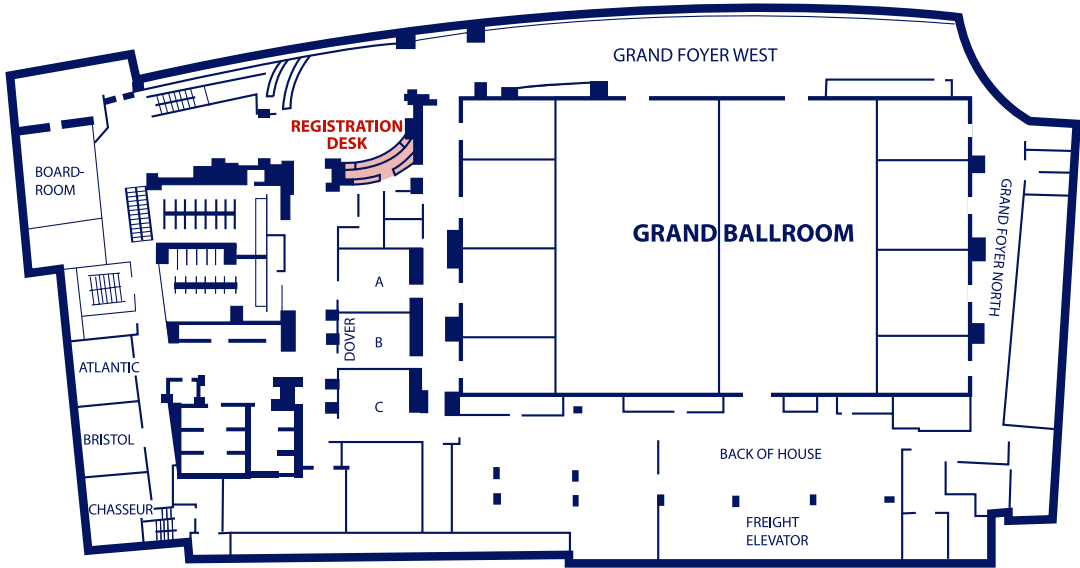
Howard J. Zeitz is the director of asthma and allergy services at the University of Illinois. He received his M.D. degree from the University of Illinois College of Medicine in 1967. After his training in internal medicine at the University of Illinois Hospital, he received a fellowship to work with Dr. Max Samter in allergy and clinical immunology. Dr. Zeitz was a member of the faculty at Rush Medical College for 20 years. In 1997, he joined the faculty of his alma mater, the University of Illinois College of Medicine. His research interests include inborn complement component deficiencies, food allergies in adults, and Samter's syndrome (nasal polyps/sinusitis, asthma, and sensitivity to ASA/NSAIDs). In addition, Dr. Zeitz has conducted numerous clinical trials (Phase II–IV) of proposed therapeutic agents for asthma and various other diseases.

Elias A. Zerhouni, M.D.

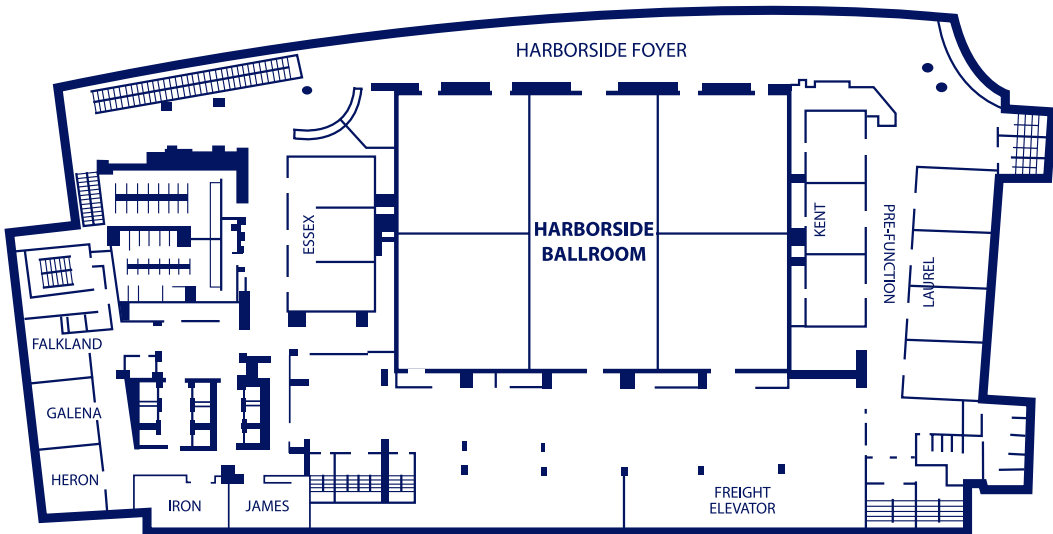
Director, National Institutes of Health

Elias A. Zerhouni is the director of the National Institutes of Health. Before assuming that position, he was executive vice dean of Johns Hopkins University School of Medicine, chair of the Russell H. Morgan Department of Radiology and Radiological Science, Martin Donner Professor of Radiology, and professor of biomedical engineering. Since 2000, Dr. Zerhouni has been a member of the National Academy of Sciences' Institute of Medicine. Since 1998, he has served on the National Cancer Institute's Board of Scientific Advisors. In 1988, he was a consultant to the World Health Organization, and in 1985, he served as a consultant to the White House under President Ronald Reagan. Born in Nedroma, Algeria, Dr. Zerhouni earned his medical degree at the University of Algiers School of Medicine in 1975. He completed his residency in diagnostic radiology at Johns Hopkins in 1978 as chief resident.

GRAND BALLROOM LEVEL



HARBORSIDE BALLROOM LEVEL



* Waterview Room is on Lobby Level.

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