

Claudia Fishman Parvanta, Ph.D.

EDUCATION

1986 Doctor of Philosophy, Anthropology, University of Pennsylvania, Philadelphia, PA.
1980 Master of Arts, Anthropology, University of Pennsylvania, Philadelphia, PA.
1977 Bachelor of Arts, Anthropology, University of Pennsylvania, Philadelphia, PA.

CURRENT POSITION

University of South Florida

College of Public Health
Department of Community & Family Health
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Tampa, FL 33612-3805
(813) 974-7434
cparvanta@health.usf.edu

Professor, Community and Family Health
Director, Florida Prevention Research Center
Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing

January 2017 - present

In the College of Public Health I work with masters and doctoral level students studying and building competency in social marketing, health communication, and program planning. I also direct the Florida Prevention Research Center (FPRC), one of the CDC's prevention research centers. (See: <https://www.cdc.gov/prc/>) The FPRC uses community-based prevention marketing for systems change to develop, implement, evaluate, and disseminate evidence-based approaches in health promotion. We work to strengthen the capacity of health departments and community coalitions. Our priority for the next four years is the reduction of cancer disparities, with a particular focus on promotion of colorectal cancer screening. <http://health.usf.edu/publichealth/prc/index.htm>

We are the WHO's collaborating academic center for social marketing. This year we are working with the Pan-American Health Organization (PAHO) to mount a multi-country initiative to reduce salt consumption in five countries in the PAHO region.

Previous Positions

University of the Sciences
600 S 43rd Street
Philadelphia, PA 19104

Professor of Anthropology
Department Chair
Department of Behavioral & Social Sciences
Misher College of Arts and Sciences

July 2005-December 2016

I headed a multi-disciplinary department that provides a BS in Psychology and MS in Health Psychology, and offers undergraduate minors in Anthropology, Communication, Economics, Psychology, and Sociology. I oversaw 14 FTE and more than 20 part-time instructors. In addition to leading the department, I taught graduate courses in qualitative research methods and health communication, and an undergraduate that focused on the ecological model of health and health disparities.

Professor, Public Health and Health Policy
Deans's Professor
Department of Public Health and Health Policy
Mayes College of Health Care Policy and Business

January 2006- December 2016
January 2017-ongoing

I held a joint appointment in Mayes where I have taught the “Behavioral Foundations of Public Health” course as well as supervise MPH theses and PhD dissertations, and serve on P&T and faculty recruitment committees. I am currently supervising two PhD students with these topics: (JH) Use of mixed methods (store level sales data and customer qualitative interviews) to examine the nutritional contribution made by supermarkets in urban areas labeled as ‘food deserts.’ (WF): Advocacy and policy formation for occupational therapy and managed care.

Key research and service interests:

- PI for *“Language Tailored Drug Information in Safety Net Clinics.”* We recently completed a randomized clinical trial of a computer application that generates prescription-specific information in simplified English or one of 16 foreign languages. This project was funded by the Pennsylvania Department of Health from 2013- December 2015. With a positive outcome (publications forthcoming) the city is investigating ways to mainstream the service through outreach locations such as Nationalities Services Center and health clinics specifically serving minority or immigrant communities. The research project included more than 60 U Sciences undergraduates and early professional year students during its implementation.
- Advisory Board Member: The Victor Center for the Prevention of Jewish Genetic Disease, Einstein Medical Center, Philadelphia, PA. I serve on a Board to help shape Victor Center

audience outreach and communications to increase demand for pre-conceptional genetic screening. I will be engaging students from diverse backgrounds in developing a social marketing and media plan for the Center this year.

- Research collaborator for Mt. Sinai (NY) and Thomas Jefferson University studies of patient navigation for colorectal cancer screening. I oversaw coding and analysis of phone-based navigation calls to determine success factors promoting screening in minority populations. (2008-2012.)
- Geriatric Education Center of Greater Philadelphia. (April 2008 – 2015). Our consortium included the University of Pennsylvania, The Veterans Administration Hospital of Philadelphia, and U Sciences. We received two 4 year cycles of funding from the Department of Health and Human Services, Health Resources and Services Administration (a proposal for a 3rd cycle is under review). In the initial cycle I was Co-Director of the Health Education and Literacy (HEAL) Faculty Training Workshop Series. I was responsible for developing and leading faculty course modules on “Health Disparities,” “Health Literacy,” and “Cultural Competency” for health professions faculty. The second cycle focused on developing and evaluating Integrated Professional Education modules for healthcare residents and advanced students. My primary role has been to help create and evaluate sessions on patient-provider communication using simulated patients (actors).
- Developing Radiological Risk Communication Materials for Low Literacy Populations.” NIBIE:5R03EB009561-02 Role: Co-Investigator. (PI: Sarah Bass, Temple University.) This project used eye-tracking and physiological response monitoring to pre-test risk communication materials with minority, low literacy audiences. (2009-2011).
- Prevention Research Centers. USF Center for Social Marketing: Subaward: *CDCynergy* International Version on-line training module development. Funded by the Centers for Disease Control and Prevention. Role: Co-Investigator (2006-2007)

PRIOR EXPERIENCE

Global Alliance for Improved Nutrition (GAIN)

52 Ave. Giuseppe-Motta, 1211 Geneva, Switzerland

COMMUNICATION DIRECTOR 2003-2004

GAIN (www.gainhealth.org) is a global fund supported by the Bill & Melinda Gates Foundation to improve the nutrition of at-risk populations. I established GAIN’s communication office, supported the leadership, and created a media presence for the organization. Some highlights included convening representatives of UN agencies, consumer affairs, and advocacy organizations together with global leaders in the food, ingredients and pharmaceutical industries to create joint initiatives globally and in specific countries (China, South Africa, and Viet Nam).

Centers for Disease Control & Prevention (CDC)

1600 Clifton Rd., Atlanta, GA 30333

SENIOR COMMUNICATION ADVISOR: 2004-2005

DIRECTOR, DIVISION OF HEALTH COMMUNICATION: 1999-2003

The Centers for Disease Control and Prevention (CDC) (www.cdc.gov) is recognized as the lead federal agency for protecting the health and safety of people. The Division of Health Communication led CDC in using best practices in health and risk communication theory and methods. I oversaw 17 professionals, each of whom managed a different service or content area, including emergency risk communication, external university research, multi-vendor contracts for formative research, evaluation and creative development, management of data-bases for audience segmentation, competency-based training, internet, and cross-cultural communication. The position reported to the Director of Communication in the office of the CDC Director, and required close interaction with senior staff across the entire agency. We unified the branding for the agency, and innovated many of the programs that went on to become standards at CDC, such as *CDCynergy*, Hollywood Health and Society, and the use of “big data” (for that time) from Claritas/Prizm and Nielson for communication strategy development. Of note, we provided direct support to the Robert Wood Johnson Turning Point Collaborative in Social Marketing, which continues to radiate best practices to public health practitioners in state and local government.

The turning point in my tenure was helping to lead CDC’s first Emergency Communication System. Together with the OC Director, we assembled and managed a unit devoted to daily scanning of media and creation of health information for multiple audiences (public and professional) during the 2001 anthrax attacks, the first West Nile virus outbreak, the smallpox vaccine program for emergency health providers and SARS. My unit was recognized by the Secretary of Health and Human Services in 2002 and 2003 for these efforts.

CDC National Center for Environmental Health (NCEH)

1600 Clifton Rd., Atlanta, GA 30333

ASSOCIATE DIRECTOR, COMMUNICATION: 1998-1999

I managed the Office of Communication for the NCEH, which focused on preventing birth defects and developmental disabilities; optimizing the health of persons with disabilities, and mitigating the impact of environmental toxins, pollutants and radiation on human health. The Office of Communication for NCEH was the primary interface between the scientific activities of the Center (e.g. epidemiological investigation, human biological monitoring, and prevention programs) and the public's understanding of these activities. The OC managed relations with the news media, prepared information

for public dissemination, edited scientific articles written by Center authors, and guided and supported its various Divisions in developing health communication programs. As the Office's Director, I managed a staff of 14 specialists. In addition, I interacted with the Center Director, Deputy, and other Associate Directors to plan and execute NCEH strategy.

Emory University

Rollins School of Public Health

1518 Clifton Road, N.E., Atlanta, GA 30322

ASSISTANT PROFESSOR: 1993-1998

My research applied anthropological perspectives and methods to the design and evaluation of communication and social marketing programs. I taught courses in international health, nutrition education, and social marketing. I supervised more than 30 students in their research projects for the master in public health degree (MPH).

Among my research and service projects I served as the site anthropologist for the Robert Wood Johnson Foundation "Old Disease, New Challenge: Tuberculosis in the 1990's." I also received a grant to study use of behavior change theories to improve the micronutrient status of women and children in Bangladesh.

Porter/Novelli, International Division

1120 Connecticut Ave. NW, Washington, DC 20008

SENIOR ACCOUNT MANAGER/DEPUTY DIRECTOR, Nutrition Communication Project (NCP):
1988 -1993

NCP was a program managed by the Academy for Educational Development for the U.S. Agency for International Development (USAID) that sought to improve maternal nutrition as well as child survival, growth and development. We:

- Helped USAID and partner agencies to develop policy and disseminate evidence based interventions at the regional (e.g. "Africa," and national (e.g. "Mali") level;
- Convened expert round tables and review boards to guide policy development;
- Enhanced capacity in partner agencies (Health and education ministries, Multilateral partners, International and local non-governmental organizations, universities, and hospitals) to develop social marketing and entertainment education strategies, train staff, and mount multi-year behavior change communication campaigns;
- Provided long term technical assistance in formative research, program implementation, and monitoring;
- Conducted impact evaluations; and
- Produced literature reviews, numerous technical reports, articles and educational materials.

I had major field experience in Burkina Faso, Cote d'Ivoire, Mali, Morocco, Niger, the

Philippines and less extensive experience in Kenya, Tanzania, Thailand and Uganda.

**Los Angeles Public Health Foundation
Special Supplemental Food Program for Women, Infants and Children
(WIC)**

Irwindale, CA

RESIDENT CONSULTING ANTHROPOLOGIST: 1986 - 1987.

CONSULTANT: 1993-1995.

Initially, I performed research on children's growth and development leading to revisions in eligibility and care policy for PHF WIC and the State of California. Additionally I trained WIC managers and staff in social marketing theory and methods, and developed a series of counseling modules for use by WIC and the State Department of Health Services to enhance nutrition education for minorities.

Later, I designed multi-disciplinary research to evaluate unmet client needs and issues surrounding maternal diet, breastfeeding and child nutrition. I and a colleague trained 80 professional and paraprofessional WIC staff to conduct and analyze focus group discussions with 12 different ethnic client groups.

**Doremus Porter Novelli, Los Angeles
Porter, Novelli & Associates, Washington, DC**

RESEARCH ASSOCIATE AND SPECIAL PROJECTS CONSULTANT: 1980-1987

My Los Angeles responsibilities were divided between marketing research and corporate public relations. My clients included Greatwest Hospitals, the American Heart Association Los Angeles Affiliate, the State of California Lottery, Kubota Tractors of America, Richardson-Vicks, Inc., Bobrick, and the Austrian Trade Commission. In Washington, I performed in-depth and survey research, and developed materials for the National Cancer Institute's Office of Smoking and Health, the U.S. Navy Surgeon General's Office, the Bureau of Community Health Services as well as United Way.

VOLUNTARY/SERVICE ACTIVITIES

Community/National/International	
Victor Center for the Prevention of Jewish Genetic Diseases, Einstein Medical Center, Philadelphia. Advisory Board Member.	2015 -
Special Equestrians – provided guidance to faculty and students researching horseback riding as therapy for children with mental and physical disabilities. (Pennsylvania)	2014-
AHRQ Review Panels: Dissemination of Evidence Based Practices, Rounds 1 and 2.	2012, 2014
US DHHS, NIH: National Institute of Environmental Health. Breast Cancer Environmental Research Project Served on invited advisory panel to develop and review messages for communicating research findings to the Public.	2011
US Department of Agriculture, Advisory Panel on Breastfeeding Promotion. Participated in IOM/NAS meeting to provide guidance to USDA in revision of breastfeeding promotion through the Women, Infants and Children (WIC) program.	2011
Association of Schools of Public Health (ASPH) Public Health Preparedness & Response Core Competency Development Project. Served on invited task force to define competency levels and assessment measures of skills critical to mounting an effective communication response during a public health emergency of national or local proportions.	2009-2010
US Department of Health and Human Services (HHS): Healthy People 2020 Participated in advisory group to develop national health communication objectives	2009-2010
“Emergency Risk Communication.” C. Parvanta. Presentation for Drexel University Center for Emergency Preparedness, Montgomery and Bucks County DOH staff, Eastwick Community members.	2005-2006
CDC, Center for Chronic Disease Prevention and Health Promotion, “CDCynergy Micronutrients” International User Meeting-planning and evaluation.	2005
Professional	
Founding Steering Committee Member: Society for Health Communication.	2014-ongoing
Co-Chair: Community of Practice for Health Communication and Social Marketing, Society for Public Health Education (SOPHE)	2011-2014
Editorial Board, Social Marketing Quarterly	2012-
Associate Editor, Social marketing and Health Communication, <i>Health Promotion Practice</i>	2011-2014
Patient Education and Counseling, Elsevier. Ad hoc Reviewer.	2005-ongoing
Ecology of Food and Nutrition, Taylor & Francis. Ad hoc Reviewer	2005-ongoing

Journal of Nutrition Education and Behavior. Elsevier. Ad hoc Reviewer	2005-ongoing
American Public Health Association, Health Communication Subcommittee	2005-ongoing
American Anthropological Association, Society for the Study of Food and Nutrition, National Association of Practicing Anthropologists, Medical Anthropology Society-Member	2005-ongoing

Selected Publications and Presentations

- 1991 Gilbert, J., Tashima, N. and Fishman, C. Chapter 9: Ethics and Practicing Anthropologists' Dialogue with the Larger World: Considerations in the formulation of ethical guidelines for practicing anthropologists. In: Fluehr-Lobban, C. (Ed.). *Ethics and the Profession of Anthropology*. Philadelphia, U of P Press.
- 1996 Fishman Parvanta, C., Bock, N. and Borchers, B. "*Lost and Found, the Case of Mr. Norwood*," a dramatic trigger video for TB providers working with urban, African American clients with HIV or at risk of HIV. Georgia Department of Human Resources and the Centers for Disease Control and Prevention (CDC).
- 1998 Fishman Parvanta, C. Ethnographic Evaluation of the Atlanta TB Prevention Coalition Activities between January, 1994 and December, 1996. 150 p. report submitted to the Robert Wood Johnson Foundation. Journal articles in clearance.
- 2000 Parvanta, C.F. and Freimuth, V. Health Communication at the CDC. *A.J. Health Behavior*, 24(1):18-25.
- 2001 Kirby, S.D., Taylor, M.K., Freimuth, V.S., Parvanta, C. F., Identity-building and branding at CDC: A case study. *Social Marketing Quarterly*, 7(2):16-35.
- Parvanta, C.F., Bagriansky, J., Bobrow, E., Cole, G., Branden, V. *CDCynergy Communication Guide for Micronutrient Interventions*, (CD-Rom). Atlanta, GA, Centers for Disease Control and Prevention (CDC).
- 2002 Nelson, DE, Brownson, RC, Remington, PL and Parvanta, C. (Eds). *Communicating Public Health Information Effectively: A Guide for Practitioners..* Washington, D.C. American Public Health Association.
- Blendon RJ, Benson JM, DesRoches CM, Pollard WE, Parvanta C, Herrmann MJ, "The Impact of Anthrax Attacks on the American Public." *Medscape General Medicine*, 4(2):[online], April 17

- 2003 Mebane F, Temin S, and Parvanta C. Communicating anthrax in 2001: A comparison of CDC information and print media accounts. *J. Health Communication* 8(S1):50-82.
- 2007 Parvanta CF, Thomas KK, Zaman, KS. Changing Nutrition Behavior in Bangladesh: Successful adaptation of new theories and anthropological methods. *Ecology of Food and Nutrition*, 46(3-4):221-244.
- 2009 Parvanta, CF. "Re-AIMing Higher: Pharmacies as Sustainable Health Marketing Channels." (Oral Presentation). National Conference on Health Communication, Marketing and Media, CDC/NCI, Atlanta, GA. August 10th.
- 2011 Parvanta CF, Nelson DE, Parvanta S and Harner, RN. Essential Public Health Communication. Essential Public Health series, Richard Riegelman, Series Editor, Jones & Bartlett Learning, US.
- 2011 Parvanta CF. Updating the USDA National Breastfeeding Campaign. Consideration for Program Components, Messages and Images. pp. 55-58. National Academies Press. http://www.nap.edu/openbook.php?record_id=13235&page=55
- "Health Communication, Social Marketing and Advocacy: What's the Difference?" Invited Seminar, Nutrition Division, World Health Organization, Geneva, Switzerland. July 29.
- This Call is Being Recorded for Quality Assurance Purposes" A Qualitative Study of Patient Navigation Calls for Colorectal Cancer Screening. (C. Parvanta, R. Myers, M. DiCarlo, D. Burgh.) Oral Presentation at the National Conference for Health Communication, Marketing and Media, Atlanta, GA. August 5, 2011.
- C. Parvanta, R. Myers, M. DiCarlo, D. Burgh. Patient Navigation for Colorectal Cancer Screening: A Pilot Study to Develop Quality Measures. (Poster), American Academy for Healthcare Communication Conference, Chicago, IL October 18th.
- 2012 Parvanta, CF. Patient Navigation for CRC Screening: A Mixed Methods Analysis. Oral presentation, 8th Biennial Cancer, Culture & Literacy Conference: Advancing Communications. May 18th.
- Invited speaker: *Centers for Disease Control and Prevention, the National Cancer Institute, and the American Cancer Society, Uniting Systems through Communication Science*. "Crowd sourcing health promotion materials: Are we ready to give up control?" Washington, DC. August 20th.
- S. Bass, T. Gordon, R. Gordon, C. Parvanta, A. Nanavati, K. Kordusky. "Utilizing Marketing and Psychology Methods to Test Health Messages: A Case-Study of How Gaze Patterns and Psycho-Physiological Measures Can Be Used to Analyze

Responses to a 'Dirty Bomb' Decision Aid in People with Limited Literacy. Oral presentation. Health Literacy Research Conference, Washington, DC. October 22nd.

- 2013 Parvanta CF, Roth Y, Keller H. Crowdsourcing 101: A few basics to make you the leader of the pack. *Health Promotion Practice*: 14(2):263-7.
- 2015 Bass, S.B., Greener, J. Ruggieri, D., Parvanta,C., Mora, D., Wolak, C., Normile, R. Gordon,T. Attitudes and perceptions of a “dirty bomb” radiological terror event in urban, minority residents with limited literacy: Results from a qualitative study and implications for effective risk communication. *Disaster Medicine and Public Health Preparedness*; 9(01):1-10.
- 2015 Longacre ML, Galloway TJ, Parvanta CF, Fang CY Medical Communication-related Informational Need and Resource Preferences Among Family Caregivers for Head and Neck Cancer Patients. *Journal of Cancer Education* April 18 [e-publication ahead of print.]

Forthcoming:

- 2017 Parvanta C, Nelson, DF, Harner, RN. Public Health Communication: Critical Strategies and Tools. Jones and Bartlett Learning. This text supports graduate level study in public health communication.
- 2018 Parvanta, C and Bass, S. *Health Communication: Strategies and Media for a New Era*. Jones and Bartlett Learning. This text supports undergraduate level study in health communication.