

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.

PROFESSIONAL POSITIONS

University of South Florida

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

January 2017 - present

Professor, *Department of Health Policy and Systems Management*
Sunshine Education & Research Center, Director Social Marketing and DrPH Programs
Director, *USF Center for Social Marketing*

In the *Department of Health Policy and Systems Management*, I oversee the social marketing concentration and certificate programs. Social marketing is *the application of business marketing approaches to improve health and social conditions*. My other teaching responsibilities are in the PhD and MPH faculty in Community Health Sciences as well as the DrPH faculty in Public Health Leadership. I contribute to workforce development initiatives for both national and local cohorts of rising public health leaders.

The Sunshine Education & Research Center (ERC), Jennifer Marshall, PI, is one of 18 graduate and post-graduate training centers funded by the Centers for Disease Control and Prevention (CDC), National Institute for Occupational Safety and Health (NIOSH). [NIOSH extramural research & training](#). The Sunshine ERC includes occupational nursing, psychology, social marketing, and the DrPH in leadership at USF; targeted research training at the University of Central Florida; and safety management at Embry Riddle Aeronautical University, in addition to community outreach and aligned OSHA training programs.

My research at USF is accomplished through the [USF Center for Social Marketing](#). The Center includes 2 faculty, 3 full-time staff, 2 doctoral students, and a mix of MPH and undergraduate student research assistants. Our funding is chiefly from the Florida Department of Health. This year we are conducting a state-wide survey of college student tobacco and nicotine use as well as developing a social marketing program to combat vaping and nicotine pouch use by college students. In addition I provide qualitative

research support to the CDC-funded Infection Control for Emergency Responders [ICER](#) project, Christine McGuire-Wolfe, PI.

During the COVID-19 pandemic the CSM served as a strategic partner for the National COVID-19 Resiliency Network, led by the Morehouse School of Medicine. We provided community-based capacity building in health communication and conducted neuromarketing-based pretesting for materials designed for 8 unique minority populations affected disproportionately by the disease. Between 2020 and 2023 I additionally served as an Intergovernmental Personnel Act (IPA) assignee to NIOSH. In that capacity I led two research projects to explore employer worksite testing practices, and then, overall adoption of mitigation strategies, during the COVID-19 pandemic.

Finally, I've maintained a position on the Advisory Board of the MANNA Institute [MANNA](#) in Philadelphia to provide input and oversight of research on the "Food as Medicine" model in the context of serving food insecure clients suffering from chronic or acute illness.

Previous Positions

University of the Sciences [became St. Joseph's University in 2023]
600 S 43rd Street
Philadelphia, PA 19104

Professor of Anthropology July 2005-December 2016
Department Chair
Department of Behavioral & Social Sciences
Misher College of Arts and Sciences
Mayes College of Healthcare Business and Public Health

I led a multi-disciplinary department that provided a BS in Psychology and MS in Health Psychology, and offered 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 undergraduate courses in anthropology. I held a joint appointment in Mayes where I taught the "Behavioral Foundations of Public Health" course as well as supervised MPH theses and PhD dissertations and served on P&T and faculty recruitment committees. I served on search committees for two University Provosts and one University President and led one search committee for a Department Chair.

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 and other donors 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 of my work 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 databases 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, health literacy tools, and the use of big data for communication strategy development.

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. I 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 people 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.
- 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.

SERVICE ACTIVITIES

Community/National/International	
US Department of Health and Human Services (DHHS), Office of Minority Health, Workgroup to develop continuing education program on culturally and linguistically appropriate services (CLAS), cultural humility, and communication. On hold.	2025
US Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC), National Institute for Occupational Health and Safety (NIOSH)-Intergovernmental Personnel Act assignee – COVID-19 pandemic response	2020-2023
MANNA Research Institute Advisory Board, Philadelphia, PA	2017-
Victor Center for the Prevention of Jewish Genetic Diseases, Einstein Medical Center, Philadelphia. Advisory Board Member.	2015 - 2017
Special Equestrians – provided guidance to faculty and students researching horseback riding as therapy for children with mental and physical disabilities.	2014- 2016
AHRQ Review Panels	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
Professional	
Association of SNAP Nutrition Education Administrators, Social Marketing Workgroup; Conference presenter (February 2024).	2023-ongoing
Reviewer and Special Edition Editor, <i>Health Care</i>	2023-2024
Conference Chair: The USF Social Marketing Conference,	2018-ongoing

Clearwater, FL -	
Founding Steering Committee Member: Society for Health Communication.	2014-2021
Advisory Board	2022-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- ongoing
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

Books and book chapters

Parvanta CF, Nelson DE, Parvanta S and Harner, RN. 2011; Essential Public Health Communication. Essential Public Health series, Richard Riegelman, Series Editor, Jones & Bartlett Learning, US.

Parvanta C, Nelson, DF, Harner, RN. 2018; Public Health Communication: Critical Strategies and Tools. Waltham, MA, Jones and Bartlett Learning.

Parvanta, C and Bass, S. 2020; Health Communication: Strategies and Media for a New Era. Waltham, MA. Jones and Bartlett Learning.

Parvanta C and Prajapati VJ (2024). Chapter 3 - Health Communication. In: Liller KD, Corvin JA, Moua MG, (Eds.) Certified in Public Health: Exam Review Guide, 2nd edition; APHA.2024 <https://doi.org/10.2105/9780875533551>

Holiday RC, Willock RJ, Khaliq M, Francis S, Parvanta C, Hull S, Erasme N. Health communication and social marketing practice. Chapter 11. In: Akintobi TH, Miles-Richardson S, Eds., Community-Centered Public Health. Springer

Journal articles, creative products, 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.

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

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
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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.]

2016 World Health Organization. Road safety mass media campaigns: a toolkit. (Altieri, E., lead writer. Parvanta, C. (content expert)

2019 Parvanta, C. Social marketing and social media: Friends with benefits. *American Medical Writers Association Journal*, 34(4):188-90;2019.

Henstenburg JA, Parvanta C., Pontiggia L, Daugherty S., Laverty N. *Current Developments in Nutrition*, Volume 3, Issue Supplement_1, June 2019, nzz035.P12-005-19, <https://doi.org/10.1093/cdn/nzz035.P12-005-19>

2020 Ewing, AP, Baum, L, Roker, R, Bewa MJ, Schneider T, Parvanta CF, Gwede, CK, Meade CD and Martinez Tyson D (2020) "The Early Impact of the Affordable Care Act upon Colorectal Cancer Screening Utilization in Florida," *Journal of Health Disparities Research and Practice*: Vol. 13: Iss. 3, Article 3. Available at: <https://digitalscholarship.unlv.edu/jhdp/vol13/iss3/3>

2021 Khaliq M., Boddupalli S., Parvanta C., Bryant C. (2021) Community-Based Prevention Marketing (CBPM): Evolution from Programming to Policy Development to Systems Change. In: Fournali C., French J. (eds) *The Palgrave Encyclopedia of Social Marketing*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-14449-4_91-1

2022 Hammond RW, Parvanta C, Zemen R. Caught in the Act: Detecting Respondent Deceit and Disinterest in On-Line Surveys. A Case Study Using Facial Expression Analysis. *Social Marketing Quarterly*. 2022;28(1):57-77. doi:[10.1177/15245004221074403](https://doi.org/10.1177/15245004221074403)

Caban-Martinez AJ, Parvanta C, Cabral N, Ball CK, Eastlake A, Levin JL, Moore K, Nessim D, Stracener E, Thiese MS, Schulte PA. Barriers to SARS-CoV-2 Testing among U.S. Employers in the COVID-19 Pandemic: A Qualitative Analysis Conducted January

through April 2021. *International Journal of Environmental Research and Public Health*. 2022; 19(18):11805. <https://doi.org/10.3390/ijerph191811805>

Parvanta C, Caban-Martinez A.J., Cabral N., Ball C.K., Moore KG, Eastlake A., Levin JL, Nessim DE, These MS, Schulte PA. In search of a value proposition for COVID-19 testing in the work environment: A social marketing analysis. *International Journal of Environmental Research and Public Health*. 2022; 19(19):12496. <https://doi.org/10.3390/ijerph191912496>

Parvanta C, R.W. Hammond, W. He, R. Zemen, S. Boddupalli, K. Walker, H. Chen & R.N. Harner (2022) Face Value: Remote facial expression analysis adds predictive power to perceived effectiveness for selecting anti-tobacco PSAs, *Journal of Health Communication*, 27:5, 281-291, DOI: [10.1080/10810730.2022.2100016](https://doi.org/10.1080/10810730.2022.2100016)

Ewing, A.P., Alalwan, M.A., Best, A.L. Parvanta CF, Coughlin EC, Dorn JM, Levin BL, Meade CD, Gwede CK. Understanding Cancer Screening Intention Among Physically Active Adults Ages 18–49. *J Canc Educ* (2022). <https://doi.org/10.1007/s13187-022-02142-2>.

Ewing, AP, M.A. Alalwan, J.A. Brown, T.E. Adekunle, N.D. Korley, T.C. Nafiu, E.C. Coughlin, C.P. Parvanta, C.D. Meade, C.K. Gwede, A.L. Best. Physically fit with a higher cancer risk? Influences of cervical cancer screening among a sample of physically active women ages 21–49 living in the United States, *Preventive Medicine Reports*, Volume 30, 2022, 101978, <https://doi.org/10.1016/j.pmedr.2022.101978>.

2023

Huỳnh TB, (Tina) Nguyễn D, Vũ N, Carroll-Scott A., Wong C, Freeland C, and Parvanta C. Perceived Benefits and Barriers to Implementing Occupational Health Recommendations Among Immigrant-Owned Nail Salons in the Greater Philadelphia Region. *Health Promotion Practice*. 2023;0(0). doi:[10.1177/15248399231160461](https://doi.org/10.1177/15248399231160461)

Ewing, A. P., Bewa, M. J., Zemen, R., Schneider, T., Zaire, P. J., Clark, J., Hefner, J., & Parvanta, C. (2023). Developing a Social Marketing-Based Colorectal Cancer Screening Campaign Centered on Stool-Based Testing for Patients Utilizing Services at a Federally Qualified Healthcare Center. *Social Marketing Quarterly*, 29(2), 164–181. <https://doi.org/10.1177/15245004231174874>

Brown JA, Alalwan MA, Absie S, Korley ND, Parvanta CF, Meade CM, Best AL, Gwede CK, Ewing AP. Racial, Lifestyle, and Healthcare Contributors to Perceived Cancer Risk among Physically Active Adolescent and Young Adult Women Aged 18–39

Years. *International Journal of Environmental Research and Public Health*. 2023; 20(9):5740. <https://doi.org/10.3390/ijerph20095740>.

2025

Parvanta C, Murray K, Boddupalli S, Erasme N, McNab R, Prajapati V, Severe A, Reyes A, Harner R, Holiday R. (2025). Development of the cultural tailoring score (CTS): a scoring instrument to assess cultural tailoring of health messaging. *Health Literacy and Communication Open*, 3(1). <https://doi.org/10.1080/28355245.2025.2459199>.

Nessim D, Thiese M., Ball, C, Levin J, Moore K, Parvanta C, Caban-Martinez AJ, Eastlake A, Schulte P. COVID-19 Workplace Testing Study: Phase II Analysis. *Journal of Occupational and Environmental Medicine* ()10.1097/JOM.0000000000003613, November 14, 2025.