

Sandra de Castro Buffington, MPH

Health, Hollywood & Society

Sandra is director of Hollywood, Health & Society, a program of the University of Southern California Annenberg Norman Lear Center that provides Hollywood's entertainment industry professionals with accurate and timely information for health storylines for television, film, and new media. She is known for her award-winning work in global health, entertainment education, and social transformation. She has nearly 30 years of experience in global leadership, reproductive health, and emergent technologies; 20 of these years were spent working internationally. Sandra is Brazilian American and is fluent in English, Portuguese, and Spanish. She is also proficient in French.

Stories that Change Lives: Working with Hollywood's Scriptwriters on Health Storylines

Sunday, October 30, 2011, 3:30 pm

Linda C. Degutis, DrPH, MSN

National Center for Injury Prevention and Control

Dr. Degutis is director of the National Center for Injury Prevention and Control. Her expertise crosses a broad spectrum of public health and injury disciplines. Dr. Degutis' research interests have

centered on issues related to alcohol and injury, with a particular focus on interventions and policy issues. She is known internationally for her work in public health, injury, substance abuse and policy, and she has served as the principal investigator or co-investigator for grants on a wide range of topics including alcohol interventions; screening, brief intervention, and referral to treatment (SBIRT); public health preparedness; public health workforce training; public health systems research; and interventions for opioid addiction.

Why Injury and Violence Are A Public Health Problem

Wednesday, November 2, 2011, 9:00 am

Before joining the CDC in November 2010, Dr. Degutis served as an associate professor in the Department of Emergency Medicine and School of Public Health and as associate clinical professor of nursing at Yale University. She was the research director for emergency medicine and directed the Yale Center for Public Health Preparedness, as

well as the Connecticut Partnership for Public Health Workforce Development in the School of Public Health. During 1998–2002, she served as director of the New Haven Regional Injury Prevention and Control Program. She is a past president of the American Public Health Association, as well as past chair of its executive board and chair of the Injury Control and Emergency Health Services Section. At the state level, Dr. Degutis chaired the Connecticut Coalition to Stop Underage Drinking, which focuses on environmental and policy change. She also served on various committees and work groups that focused on trauma system development in Connecticut. In addition, Dr. Degutis serves on the Institute of Medicine’s advisory board for the Robert Wood Johnson Health Policy Fellowship Program and the executive boards of Advocates for Highway and Auto Safety and the American Trauma Society.

Laura Eloyan, MBA

Center for Global Health

Laura is a global health recruitment specialist and has been at CDC almost a year. She is a returned Peace Corps volunteer who served in Zambia. Her background is in employee engagement, nonprofits, and sustainable development. Laura is currently pursuing an MPH.

Opportunities in Global Health at CDC

Monday, October 31, 2011, 4:30 pm

Corinne M. Graffunder, DrPH, MPH

Office of the Associate Director for Policy

Dr. Corinne Graffunder works in CDC's Office of the Associate Director for Policy, where she leads the development and implementation of the National Prevention and Health Promotion Strategy. Part of the Patient Protection and Affordable Care Act of 2010, this strategy will set specific goals and objectives for improving the health of the United States through prevention, health promotion, and public health programs. Dr. Graffunder joined CDC in 1987. She received her doctorate from the University of North Carolina's Executive Doctoral Program in Health Leadership, Department of Health Policy and Management. Her MPH and BS in health behavior and education are from the University of South Carolina.

National Prevention Strategy: America's Plan for Better Health and Wellness

Monday, October 31, 2011, 2:00 pm

Janice Hiland, MA

Center for Global Health

Janice is a workforce management officer and has been working at CDC for 15 years. Currently she helps the Workforce Management Office serve the global workforce needs of CDC. Janice has worked in the federal government for more than 25 years and has extensive experience in organizational strategic planning, team building, group facilitation, and employee development and training.

Opportunities in Global Health at CDC

Tuesday, November 1, 2011, 2:00 pm

Wednesday, November 2, 2011, 10:30 am

D. Kevin Horton, DrPH, MSPH

Agency for Toxic Substances and Disease Registry

Dr. Kevin Horton is chief of the Surveillance and Registries Branch, within ATSDR's Division of Health Studies. His main duties at ATSDR include overseeing a branch of 26 employees and contractors who work on various high-profile projects such as the National Amyotrophic Lateral Sclerosis (ALS) Registry; the Libby, MT, asbestos health studies; the National Toxic Substance Incidents Program; the Camp Lejeune, NC, Water Contamination Health Studies; and the Hurricane Katrina Pilot Health Registry. Prior to coming to ATSDR, Dr. Horton was an epidemiologist with the Ohio Department of Health in Columbus, working on both chronic and infectious disease investigations. Dr. Horton holds a BA from Emory University, a master of science in public health from the Tulane University School of Public Health and Tropical Medicine, and a doctorate in public health from the University of Georgia's College of Public Health in Athens.

Creating a National ALS Registry

Tuesday, November 1, 2011, 10:30 am

Lindsey Horton, MPH

*National Center for Environmental Health/
Agency for Toxic Substances and Disease Registry*

Lindsey is a health scientist in the Office of the Associate Director for Science at NCEH/ATSDR. Her main duties include coordinating interagency review of toxicological profiles, serving as a clearance policy expert for the program, working with the Office of the Director on special projects, and assisting with environmental emergency response. She is also working with colleagues in the Division of Toxicology and Environmental Medicine as well as medical illustrators from CDC's Division of Communication Services to produce a prototype training tool for toxicology education in the field. Lindsey holds a BA in environmental science from Dartmouth College and an MPH in global environmental health from Rollins School of Public Health, Emory University.

Animated Toxicology: Interactive Educational Tools for Understanding How Toxic Chemicals Affect the Body

Monday, October 31, 2011, 11:00 am

This talk presents a prototype animated model for how toxic chemicals are distributed and metabolized throughout the body.

Asad Islam, MS, PMP

Office of Surveillance, Epidemiology, and Laboratory Services

Asad is a computer scientist with CDC's Epidemiology and Analysis Program Office. He currently leads a team that is developing the next generation of Epi Info software while supporting existing users worldwide. As a practitioner of Agile software development, Asad has a hands-on approach to many team functions ranging from project management and technical training to C# and Java computer programming. Asad received a bachelor's in computer science from Rutgers University and has a master of science in computer information systems from Boston University.

Worldwide Release of Epi Info v7 Software

*Monday, October 31, 2011, 11:30 am
Tuesday, November 1, 2011, 10:00 am*

The CDC Epi Info™ Team is proud to release Epi Info™ 7 during this year's APHA Conference. This session highlights some of the new features that allow epidemiologists to quickly respond to outbreaks and gain situational awareness in the field. Following the presentation, please visit the Epi Info™ booth where team lead Asad Islam will be available to answer questions, provide a thorough demonstration, and preview some of the upcoming components of the new Epi Info™ suite.

Sarah Lee, PhD

National Center for Chronic Disease Prevention and Health Promotion

Dr. Sarah Lee is the lead for physical activity and physical education in schools for CDC's Division of Adolescent and School Health (DASH).

Promoting Healthy Eating and Physical Activity in Schools

*Monday, October 31, 2011, 1:00 pm
Tuesday, November 1, 2011, 11:30 am*

This session highlights key, recently released guidance from CDC on how schools can promote healthy eating and physical activity. Participants will learn about the School Health Guidelines to Promote Healthy Eating and Physical Activity and identify how they, their organization, or public health in general can play a powerful role in establishing school policies and environments to support healthy eating and physical activity. Copies of the Guidelines and other materials such as PowerPoint slides and an executive summary will be available to participants.

Karin Mack, PhD

National Center for Injury Prevention and Health Promotion

Dr. Karin Mack is a senior behavioral scientist with CDC's Injury Center in the Division of Unintentional Injury Prevention. She is also an adjunct assistant professor in Emory University's sociology department. She has worked at CDC for more than 13 years, has given more than 80 scientific presentations, and has been an author on more than 45 publications. Most recently, she co-edited the book *Healthy and Safe Homes* from APHA Press.

The Public Health Problem of Drug Overdoses

Sunday, October 30, 2011, 2:30 pm

From 1999 through 2007, the number of unintended prescription drug overdose deaths doubled—from less than 20,000 annually to about 38,000. During this 9-year period, the number of overdose deaths approached the number of deaths caused by motor vehicle crashes and surpassed the number of injury deaths from other major causes such as suicide, homicide, and firearms. This presentation briefly describes the current prescription drug overdose problem and examines possible strategies for prevention.

CAPT Mehran S. Massoudi, MPH, PhD

Office of Surveillance, Epidemiology, and Laboratory Services

Dr. Mehran Massoudi serves as Associate Director for Science in the Scientific Education and Professional Development Program Office, where he oversees all scientific and clearance matters, research involving human subjects, and the information technology unit. Formerly, he led the CDC–Tuskegee Public Health Ethics Fellowship in collaboration with CDC's Public Health Ethics Office.

**Stopping a Real Contagion: CDC's
Response to Disease Outbreaks**

Monday, October 31, 2011, 10:30 am

Dr. Massoudi began his professional career as a CDC Epidemic Intelligence Service (EIS) Officer in 1994, assigned to the National Institute for Occupational Safety and Health in Cincinnati, Ohio. After completing his 2-year EIS training, he joined CDC's National Immunization Program in Atlanta. During 2001–2002, Dr. Massoudi, who was by then the science advisor to the smallpox team, authored a paper about the effectiveness of smallpox postexposure prophylaxis. During this period of heightened awareness of potential terrorist actions, Dr. Massoudi's paper was instrumental in CDC's smallpox preparedness activities.

He also served as the SARS Surveillance Team Lead in CDC's National Center for Infectious Diseases, where he used his expertise in global health, epidemiology, and surveillance. He was asked to serve for 2 years in Afghanistan (2005–2007), where he oversaw the development of the Afghan Public Health Institute (APHI). His duties there included training and mentoring the APHI staff, as well as assisting with the ministry of health's response to the avian influenza outbreaks of 2005–2006. After returning from Afghanistan in 2007, he joined the Office of Workforce and Career Development as the Associate Director for Science in the Career Development Division.

Beyond his regularly assigned duties at CDC, Dr. Massoudi has completed international deployments to Yemen, Pakistan, Afghanistan, and Egypt for CDC and the World Health Organization as part of the Polio Eradication Initiative. Dr. Massoudi is an adjunct assistant professor of epidemiology at the University of Pittsburgh, Graduate School of Public Health. Dr. Massoudi holds a doctorate in epidemiology and an MPH from the University of Pittsburgh.

Shawna L. Mercer, MSc, PhD

Office of Surveillance, Epidemiology, and Laboratory Services

Dr. Mercer is director of the *Guide to Community Preventive Services (Community Guide)* and chief of the Community Guide Branch, which is part of CDC's Epidemiology and Analysis Program Office. Her work focuses on learning how to build better bridges between research, program, and policy; using participatory approaches to expand the evidence-base for public health practice and policy making; and supporting practitioners, policy makers, and others in selecting and implementing evidence-based preventive services that fit their needs. Dr. Mercer previously served as a scientist in a number of CDC offices, as well as at the Institute for Clinical Evaluative Sciences and the University of Toronto in Ontario, Canada. She also worked as the evaluation coordinator for one of the first population-based breast cancer screening programs in the world, which was charged with taking research findings and putting them into practice by screening 9 million women in Ontario. Dr. Mercer has a master's degree in health behavior from the University of Waterloo in Ontario, Canada, and a doctoral degree in epidemiology from the University of Toronto.

Living Success Stories: Using the *Guide to Community Preventive Services* to Make Public Health Work

Sunday, October 30, 2011, 2:00 pm

Allison Nihiser, MPH

National Center for Chronic Disease Prevention and Health Promotion

Allison Nihiser is the lead for obesity prevention in schools at the Division of Adolescent and School Health.

Promoting Healthy Eating and Physical Activity in Schools

Monday, October 31, 2011, 1:00 pm

Tuesday, November 1, 2011, 11:30 am

This session highlights key, recently released guidance from CDC on how schools can promote healthy eating and physical activity. Participants will learn about the School Health Guidelines to Promote Healthy Eating and Physical Activity and identify how they, their organization, or public health in general can play a powerful role in establishing school policies and environments to support healthy eating and physical activity. Copies of the Guidelines and other materials such as PowerPoint slides and an executive summary will be available to participants.

Montrece McNeill Ransom, JD, MPH

Agency for Toxic Substances and Disease Registry

Montrece Ransom is a senior public health analyst with the Office of Program Development, National Center for Environmental Health (NCEH)/Agency for Toxic Substances and Disease Registry (ATSDR) and currently is on detail to CDC's Public Health Law Program, Office for State, Tribal, Local and Territorial Support.

Most recently, Montrece worked on The National Conversation on Public Health and Chemical Exposures, a collaborative project supported by CDC/ATSDR. Through her role in The National Conversation, Montrece contributed to the development of an action agenda with clear, achievable recommendations intended to help government agencies and other organizations strengthen their efforts to protect the public from harmful chemical exposures.

Prior to joining NCEH/ATSDR, Montrece served as a Presidential Management Fellow with CDC's Public Health Law Program. During that time, her responsibilities included directing the Community Public Health Legal Preparedness Initiative, serving as the lead coordinator for CDC's annual Public Health Law Conference, and developing a first-of-its-kind partnership between CDC and the American Bar Association.

She is a licensed member of the Georgia Bar and a graduate of The University of Alabama School of Law and Emory University's Rollins School of Public Health. Montrece holds an undergraduate degree in speech communications from Columbus State University and has published on a broad range of topics including public health emergency legal preparedness, health disparities, and environmental public health law.

Public Health Law in Practice: Examples from the Field

Monday, October 31, 2011, 1:30 pm

Improving Tribal Environmental Health: Promising Practices in Strategic Planning and Engagement

Tuesday, November 1, 2011, 11:00 am

This presentation highlights efforts to develop a strategic plan creating a foundation for future tribal related partnerships and collaborations and describes the role of public health law in this work.

CAPT Richard A. Schieber, MD, MPH

Office of Surveillance, Epidemiology, and Laboratory Services

Since April 2010, Dr. Schieber has been the coordinator of the CDC Vital Signs Program.

Dr. Schieber is a medical epidemiologist at CDC in Atlanta. He is board-certified in general pediatrics, pediatric cardiology, and pediatric critical care medicine. He has experience working in university practice, private practice, federal government, a county public health department, and injury advocacy groups. During the 1980s, he began the Pediatric Critical Care Medicine Division at Emory

University and served as the first division director and medical director of the pediatric intensive care unit there. In 1992, he left full-time clinical practice and came to CDC, where he has served public health in many capacities by addressing key issues—childhood injury prevention, adverse cardiac events after smallpox vaccination, immunizations, situation awareness—and serving as the first senior advisor for Pandemic Influenza in 2005–2006. He also led the Community Mitigation Task Force for the fall/winter pandemic influenza emergency in 2009–2010.

CDC Vital Signs

Sunday, October 30, 2011, 3:00 pm

The CDC Vital Signs Program provides scientists, public health and medical professionals, policy makers, and the general public with a call-to-action about an important public health topic each month, based on the latest CDC data available.

Maggie Silver, MPH

Office of Public Health Preparedness and Response

Maggie currently works for the Office of Public Health Preparedness and Response at CDC where she is a health communication specialist and a founding member of the Zombie Task Force. When not at work instructing people how to prepare for hurricanes, floods, and zombies, she enjoys spending time on her “urban farm” with her husband and four chickens. Maggie received her MPH from the University of Georgia, where she focused on health promotion and behavior.

Going Viral: CDC Zombie Apocalypse

Monday, October 31, 2011

10:00 am and 2:30 pm

Learn about CDC’s “Preparedness 101: Zombie Apocalypse” and how communicators were able to go viral with their preparedness message. Presenters will answer questions about their viral campaign, why it worked, and lessons learned. Attendees will learn how timely and relevant communication can help spread their message to the masses.

Thomas Sinks, PhD, MS

National Center for Environmental Health/Agency for Toxic Substances and Disease Registry

Environmental Health at CDC

Tuesday, November 1, 2011, 3:30 pm

Dr. Sinks serves as deputy director of NCEH/ATSDR and has held several leadership roles at CDC (e.g., acting director, NCEH/ATSDR; associate director for science, NCEH/ATSDR; and acting director, Division of Birth Defects, Child Development, Disability, and Health). He has conducted dozens of epidemiologic investigations, helped establish the CDC program in asthma and biomonitoring, and led CDC's response following Hurricane Katrina. Dr. Sinks began his CDC career in 1985 as an Epidemic Intelligence Service Officer assigned to the National Institute for Occupational Safety and Health (NIOSH). He earned his PhD and MS at Ohio State University and obtained his Bachelor of Science degree at Tulane University.

Brigette Ulin, MPH

Office of the Associate Director for Policy

National Prevention Strategy: America's Plan for Better Health and Wellness

Tuesday, November 1, 2011, 2:30 pm

Brigette Ulin works in CDC's Office of the Associate Director for Policy where she supports activities in the development and implementation of the nation's first ever National Prevention and Health Promotion Strategy. As part of the Patient Protection and Affordable Care Act of 2010, this strategy will set specific goals and objectives for improving the health of the United States through prevention, health promotion, and public health programs. Prior to this role, a significant focus of her research and work has been in planning and evaluating behavioral and health education initiatives, national campaigns, needs assessments, educational curricula, and community-based planning activities.

She began her career at CDC in 1997 as a Presidential Management Intern. She has an MPH in behavioral science from Emory University and a bachelor's degree in neurobiological science from the University of Florida.

David Whittier, PhD

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention

Dr. Whittier is a research behavioral scientist in CDC's Division of HIV/AIDS Prevention. He provides technical assistance and guidance on HIV prevention to colleagues throughout the agency and to CDC's various partners. His work focuses on technology transfer, in particular CDC's distribution of behavioral interventions with proven effectiveness for men who have sex with men. Dr. Whittier seeks to integrate social theory and science into HIV prevention. In the past 25 years, he has worked in HIV prevention and health-related research and evaluation in community-based organizations, public health agencies, and universities. Dr. Whittier has recently authored several publications including *Sexual Risk Behavior of Men Who Have Sex with Men: Comparison of Behavior at Home and at a Gay Resort* and *Embedding Health Messages into Entertainment Television: Impact on Gay Men's Response to a Syphilis Outbreak*. He received his PhD in sociology at Stony Brook University, and his academic areas of specialization were qualitative methods, sexuality and gender, community studies, social psychology, culture, health, applied sociology, and gay studies.

**d-Up! Brothers Keeping Brothers Safe:
HIV Prevention Film**

Monday, October 31, 2011, 3:00 pm
Tuesday, November 1, 2011, 1:00 pm

Janet S. Wright, MD, FACC

Centers for Medicare and Medicaid Services

Dr. Janet Wright is executive director of Million Hearts Initiative, which she leads on behalf of CDC and the Centers for Medicare and Medicaid Services. During May 2008–September 2011, Dr. Wright served as senior vice president for Science and Quality at the American College of Cardiology (ACC). The division she led at ACC encompasses the clinical guidelines, performance measures, health policy statements, and appropriate use criteria; quality improvement projects like Door to Balloon and Hospital to Home; and the National Cardiovascular Data Registry, a suite of databases containing over 12 million patient records in both inpatient and outpatient care settings. Prior to joining ACC, she spent many years in practice in Chico, California.

Dr. Wright served on the ACC's Board of Trustees and chaired the Task Force on Performance Assessment, Recognition, Reinforcement, Reward, and Reporting. She is a member of the National Committee for Quality Assurance Clinical Programs Committee and of the Quality Alliance Steering Committee. She served on the board of the Center for Information Therapy, a nonprofit organization committed to providing personalized health information during each health care encounter.

Dr. Wright also served as a founding member of the Independent Citizens' Oversight Committee, the 29-person board charged with administering the California Institute for Regenerative Medicine.

Her primary interests are the design and implementation of care systems that achieve optimal outcomes for patients and fully deploy the hooks, tricks, and cues that help people get and stay healthy.

Preventing 1 Million Heart Attacks and Strokes in 5 Years

Tuesday, November 1, 2011, 3:00 pm
Wednesday, November 2, 2011, 9:30 am

This presentation describes a bold new initiative announced in September 2011 to prevent 1 million heart attacks and strokes over 5 years by reducing the number of people who need treatment and improving the quality of treatment for those who do need it. Clinical activities will improve care of the ABCS—*Aspirin* for people at high risk, *Blood pressure control*, *Cholesterol management*, and *Smoking cessation*. Communities will improve access and linkage to care, support medication adherence, reduce smoking and exposure to second-hand smoke, and increase consumption of healthy foods through reductions in sodium and artificial trans fats. Making use of public and private efforts, the initiative will achieve substantial and measurable health improvements and also demonstrate to Americans that improved health care can save their lives and the lives of their loved ones.