



ASSOCIATE DIRECTOR

Katherine Lyon Daniel, PhD

Associate Director for Communication

Centers for Disease Control and Prevention

Katherine Lyon Daniel, PhD is CDC's Associate Director for Communication. Dr. Daniel combines experience in strategic communication and behavioral science to advance CDC's mission of saving lives and protecting people.

- **Integrated communication**

When she stepped into her agency-wide role in 2011, Dr. Daniel already had identified a need for CDC's information to be available through more channels. To help everyone at CDC understand how their work fits into the overall mission, she advanced a summary of the agency's mission: CDC 24/7. Saving Lives. Protecting People. She led the integration of digital and traditional media so that CDC's information appears together on multiple platforms, and she brought the work of the agency's broadcast and graphics units into the overall communication strategy.

- **Accessible information**

Under Dr. Daniel's leadership, CDC has adopted a Clear Communication Index. This guides authors in developing materials that meet an agency-wide accessibility and readability standard. Earlier, as deputy director of CDC's National Center for Health Marketing, she helped accelerate the agency's eHealth movement. She supported the migration of CDC's flagship Morbidity and Mortality Weekly Report to electronic distribution and interactive features. And she continues to push the adoption of health literacy, plain language, and clear communication.

- **Strategic communication**

Throughout her CDC career, Dr. Daniel has championed the need to think and plan ahead for communication interventions. She supported research and a wider focus to help the agency become more effective in helping people. For example, early in her career she began development of CDC's parenting and pregnancy portals. These connect parents and others beyond the first topic they seek, to other topics relevant to their total health needs.

- **Digital media**

CDC now reaches more than 11 million people through its YouTube channel, 13 blogs, 18 Facebook profiles, and 50 Twitter profiles. Dr. Daniel supports communicators throughout the agency with services that help them select and integrate the channels most appropriate to their audiences and messages.

- **Gateways to health information**

In addition to the parenting and pregnancy portals, Dr. Daniel originated CDC's Gateway to Health Communication and Social Marketing Practice. This collects communication planning resources in a single location to support more effective outreach. She is a key player in CDC's National Conference on Health Communication, Media, and Marketing that convenes university scholars, public health researchers, and practitioners from the government and private sectors for cross-disciplinary dialogue.

- **Campaigns for health behavior change**

Dr. Daniel initiated the government's first communication campaign to support early autism screening. The "Learn the Signs. Act Early" campaign has improved early identification of developmental delay and disability by engaging parents, public health, and healthcare partners, so that families get the services and support they need as early as possible. She also led CDC's landmark campaign to increase folic acid consumption among women of child-bearing age.

Dr. Daniel earned the BA in Psychology from the University of Virginia, and the PhD in Social Ecology from the University of California at Irvine. Her dissertation research focused on communicating long-term health risks to the US Senate. She has conducted research on risk perception and understanding risk behavior. She has authored or co-authored more than a dozen scientific articles. In 2010-2011, she completed the National Preparedness Leadership Initiative at Harvard University.

She has received numerous professional communication awards, including two HHS Secretary's Awards for Distinguished Service, the International Academy of Arts and Sciences Questar Grand award, the MarCom Creative Gold award, and the Public Relations Society of America's prestigious Silver Anvil award.

Dr. Daniel aims to empower moms—or anyone who cares for others—to be the best advocates for their families' health by putting information they need at their fingertips.

As a communication and behavioral science professional, she seeks to extend CDC's ability to promote and improve health by putting the most reliable, helpful information possible in the best places for all of us who need it.

