

Managing Children's Risks: It Takes a Commitment

Speaker Biographies (in order of appearance)

BARRY R. BLOOM, PH.D.

Dean of the Faculty and Professor, Immunology and Infectious Diseases,
Harvard School of Public Health

A leader in international health and former consultant to the White House, Dr. Barry Bloom continues to pursue an active interest in bench science as the principal investigator of a laboratory researching the immune response to tuberculosis, a disease that claims more than two million people each year.

He has been extensively involved with the World Health Organization (WHO) for more than 30 years. He is a member of the WHO Advisory Committee on Health Research and has chaired the WHO Committees on Leprosy Research and Tuberculosis Research, and the Scientific and Technical Advisory Committee of the UNDP/World Bank/WHO Special Programme for Research and Training in Tropical Diseases.

Dr. Bloom currently serves on the US AIDS Vaccine Research Committee, the Scientific Advisory Board of the National Center for Infectious Diseases of the Centers for Disease Control and Prevention, and the National Advisory Board of the Fogarty International Center at the National Institutes of Health. He also chairs the board of trustees for the International Vaccine Institute in South Korea, which is devoted to promoting vaccine development for children in the developing world.

In the past, he has advised the Joint United Nations Programme on HIV/AIDS (UNAIDS) and chaired the Vaccine Advisory Committee of UNAIDS, where he played a critical role in the debate surrounding the ethics of AIDS vaccine trials. He also has served on the National Advisory Council of the National Institute for Allergy and Infectious Diseases; the Scientific Advisory Board of the National Center for Infectious Diseases; and the Governing Board of the Institute of Medicine.

Dr. Bloom came to HSPH in 1998 from the Albert Einstein College of Medicine, where he served as chairman of the Department of Microbiology and Immunology from 1978 to 1990, the year in which he became an Investigator of the Howard Hughes Medical Institute. In 1978, he was a consultant to the White House on international health policy. Dr. Bloom holds a bachelor's degree in biology from Amherst College and a doctoral degree in immunology from Rockefeller University.

MARIE McCORMICK, M.D., Sc.D.

Sumner and Esther Feldberg Professor of Maternal and Child Health at the Harvard School of Public Health, and Professor of Pediatrics at the Harvard Medical School

Dr. McCormick is a pediatrician with a second doctorate in health services research. She did her undergraduate degree at Emmanuel College in Boston, Massachusetts, graduating with a major in chemistry. She then completed medical school at Johns Hopkins Medical, and in a combined program, as a Clinical Scholar, she completed both her specialty training in Pediatrics at the Johns Hopkins Hospital, and doctoral work in the Department of Health Services Administration (now Health Policy and Management) at the Johns Hopkins School of Hygiene and Public Health.

In 1987, she joined the faculty of the Department of Pediatrics at Harvard Medical School in the Joint Program in Neonatology as the Director of its Infant Follow-up Program and Chief of the section of neonatal epidemiology and health policy. In 1991, she became Professor and Chair of the Department of Maternal and Child Health at the Harvard School of Public Health, and Professor of Pediatrics. She has been a senior investigator on the evaluations of two national demonstration programs (the Robert Wood Johnson Foundation National Perinatal Regionalization Program, and currently the federal Healthy Start Program), and of an important project in Central Harlem on enhancing access to preventive services for low-income pregnant women and infants. In addition, she has provided significant scientific, input, in a variety of roles, to the design and conduct of Infant Health and Development Project, the largest, multisite randomized trials of early childhood educational intervention.

She is currently the Sumner & Esther Feldberg Professor of Maternal & Child Health and Chair of the Department of Maternal & Child Health at the Harvard School of Public Health, and Professor of Pediatrics at the Harvard Medical School. Her research has focused on the effectiveness of perinatal and neonatal health services on the health of women and children with a particular concern in the outcomes of very premature infants. She has served on numerous review and advisory panels, especially at the Institute of Medicine for which she has been recognized as a National Associate of the National Academies in recognition for exceptional *pro bono* service. She is currently the chair of the Institute's Committee on Immunization Safety. Recent awards include election to the Johns Hopkins Society of Scholars (1995), the Ambulatory Pediatric Association Research Award (1996), and election to membership of the Institute of Medicine.

KIMBERLY M. THOMPSON, Sc.D.
Associate Professor of Risk Analysis and Decision Science
Director, Kids Risk Project

Dr. Thompson's research interests and teaching focus on the issues related to developing and applying quantitative methods for risk assessment and risk management, and consideration of the public policy implications associated with including uncertainty and variability in risk characterization. Drawing on a diverse background, she seeks to effectively integrate technological, social, political, legal, and economic issues into risk analyses that inform public policy and improve decision making.

Professor Thompson is the creator and director of the Kids Risk Project (www.kidsrisk.harvard.edu), which seeks to use an analytical approach to address risks to children. This effort will broadly apply comparative risk analysis tools to highlight the value of informed decisions and it will ultimately lead to the development of appropriate risk models for children. This work builds on Professor Thompson's long-standing interest in the issues related to variability in risk for sensitive sub-populations, particularly children, and the potential risk tradeoffs associated with policies designed to protect them. The work includes research on a range of children's risks including injury, environmental, medical, and product-related risks, as well as perception of children's risks and the portrayal of risky behaviors in popular entertainment media. She recently co-founded, with Dr. Michael Rich, a new Center on Media and Child Health at Children's Hospital Boston.

Building on her broad training, Professor Thompson also focuses on the characterization of information and communication of risks. She developed a guide to help consumers take charge of health information and now speaks widely about life in the Age of Risk Management (www.aorm.com), with her second book *Humor in the Age of Risk Management* soon to be released. Professor Thompson continues to develop her interests in improving risk communication to help consumers manage their risks.

Professor Thompson continues to explore the implications of using different analytical tools for structuring information, a theme that is central to her teaching. She directs a continuing education course on Probabilistic Risk Analysis: Assessment, Management, and Communication (www.pracourse.harvard.edu) that meets in October at the Harvard School of Public Health. As the use of quantitative analysis continues to grow, Professor Thompson looks at how the type of analysis used (e.g., cost-effectiveness analysis, cost-benefit analysis, decision analysis, value-of-information analysis, risk-only or health-only analysis, etc.) influences and determines the policy outcome.

WILLIAM O'HARE, Ph.D.

KIDS COUNT Coordinator, The Annie E. Casey Foundation

KIDS COUNT Coordinator Bill O'Hare arrived at the Casey Foundation in October of 1993, pleased with the opportunity to use his demographic and statistical skills to advance children's issues. His role, in part, is to help people find and use statistical information on families and children, and he understands the importance of packaging data in ways that are easy to understand. Bill produces the annual KIDS COUNT Data Book, which provides comparable data on child well being for each state, and oversees a growing list of supplementary KIDS COUNT publications as well. He works closely with people in the Federal statistical system that helps him stay abreast of what data is collected and available. He also represents the Foundation's interests with federal statistical agencies, national conferences, the National Academy of Science, and other professional statistical/demographic organizations.

With over 25 years of experience as an applied demographer, Bill's experience steeped in data and its use in policy-related issues. During his work as Director of Policy Studies at the Population Reference Bureau (PRB), a non-profit research and education organization in Washington, D.C., he supervised two on-going report series, developed a research agenda focused on poverty and welfare, and helped the Foundation produce the first two KIDS COUNT Data Books. Just prior to joining the Foundation, Bill was Director of Population and Policy Research at the Center of Urban and Economic Research at the University of Louisville, where his work included the use of census information to address policy-related issues. He also taught graduate courses, and was involved with the Kentucky KIDS COUNT project. Bill received his BS and MA (both in Multi-Disciplinary Social Science) as well as his Ph.D. in Sociology from Michigan State University. He is currently a member of the Population Association of America, the Southern Demographic Association, the American Statistical Association, and the American Sociological Association.

Living with their two teenagers - a son and a daughter - Bill and wife Barbara devote much of their time to family activities. Bill is especially active in coaching boys and girls basketball teams. For family vacations they often head west where they enjoy the panoramic vistas, the pure air, and hiking in the mountain ranges.

MICHELE COURTON BROWN
Senior Vice President, Charitable Asset Division, Columbia
Management Group, FleetBoston Financial

Previously the President of the FleetBoston Financial Foundation, Michele Courton Brown recently assumed a new leadership position with Columbia Management Group, where she oversees the development and implementation of a national strategic direction for the newly created Charitable Asset Division. This unit manages more than 2,800 foundations and disburses \$265 million in discretionary and directed grants each year.

As president of the FleetBoston Financial Foundation, Ms. Courton Brown built a national model for corporate philanthropy. She has developed and nurtured numerous creative community programs, and she has over 15 years of experience in corporate philanthropy and community involvement.

FleetBoston Financial is the seventh-largest financial holding company in the United States, with assets of \$187 billion. The company's principal businesses, Personal Financial Services and Wholesale Banking, offer a comprehensive array of innovative financial solutions to 20 million customers. Through its Personal Financial Services franchise, Fleet offers retail banking, wealth management and investment services, nationwide brokerage, credit card and consumer lending services. These services are available through approximately 1,500 branches and more than 3,500 ATMs in the Northeast; through Fleet HomeLink online banking, one of the nation's leading online banking platforms; and through telephone banking. Fleet is the leading small business services and commercial banking provider in the Northeast. Fleet's Wholesale Banking division provides commercial lending, syndications, leasing, cash management, asset-based finance, foreign exchange and interest rate derivatives to corporate clients. FleetBoston Financial is headquartered in Boston and listed on the New York Stock Exchange (NYSE: FBF) and the Boston Stock Exchange (BSE: FBF).

JOAN LAWRENCE

Vice President, Toy Industry Association

Joan Lawrence, Vice President, Standards and Regulatory Affairs, Toy Industry Association, Inc. (TIA). In this role Ms. Lawrence is responsible for the trade group's toy safety, quality assurance and environmental issues, as well as other regulatory matters that affect the industry. She manages TIA's industry safety education program, which includes the Association's toy safety seminars. She also serves as secretary of the American Society for Testing and Materials (ASTM) F15.22 Subcommittee in Toy Safety, which is responsible for the voluntary toy safety standard ASTM F963-96a. Ms. Lawrence is Chair of the American National Standards Institute (ANSI) Canvass to revise ANSI Z315.1-1996 Safety Requirement for Tricycles. She is a member of the ANSI Consumer Interest Forum, the Board of Directors of the International Product Health and Safety Organization, Inc. (ICPHSO) and Women in Toys (WIT). From 1998-2001 Ms. Lawrence also served as secretary of the International Council of Toy Industries, Inc (ICTI), a worldwide organization of toy trade associations. She has authored articles and lectured on various topics related to product and consumer safety. Ms. Lawrence, who joined TIA in 1992 in the Member Services area, holds a Bachelor of Arts degree in Psychology from St. Bonaventure University, and attended the University of Rochester's William E. Simon Graduate School of Business Administration. She comes from a large family, which includes physicians, educators and academics. Despite 11 years in the toy industry, she finds that parenting her two-year old daughter is still the best off-the-job training there is.

NEIL SHULMAN, M.D.

Associate Professor, Emory University School of Medicine

The Real Doc Hollywood

Neil Shulman, the real-life “Doc Hollywood,” is an Associate Professor in the Division of Hypertension at the Emory University School of Medicine who brings extensive experience in humor-based health education. Dr. Shulman has been co-investigator of research grants in excess of \$6 million, and has taught medical students, nursing students and residents for over 20 years. Dr. Shulman also lectures internationally on a wide variety of serious topics and performs stand-up comedy for charities. As a published author, popular entertainer, producer and humanitarian, Dr. Shulman has been particularly successful in building relationships with communities, and using those relationships to gain access to perform his entertaining and educational prevention programs in communities throughout the country.

Dr. Shulman has authored or co-authored over fifty scientific papers and has written 12 books, which consist of novels, health education books, and children’s books. Select publications include: *Your Body, Your Health*; *Finally...I’m a Doctor*; *What’s in a Doctor’s Bag?*; and *What? Dead...Again*; which was the basis for the major motion picture, *Doc Hollywood*. Among his charitable pursuits, he has co-founded the Heart to Heart Program, which brought children from developing countries to the U.S. for life-saving heart surgery, and serves as Chariman of Gesundheit, Patch Adams’ non-profit organization.

EDDIE CHAPMAN, JR.

Chicago Police Department

Eddie Chapman, Jr. has been a law enforcement officer for the Chicago Police Department for 17 years. His keen observation skills, street sense, and outgoing personality have contributed to his success and longevity on the department.

Eddie's accomplishments on patrol resulted in several coveted assignments. The tactical unit gave him his first taste of undercover work, which resulted in numerous arrests for drug-related crimes, auto theft, armed robberies, and other felonies. Eddie also worked the school car. This demanding assignment took him to the district's elementary and high schools to handle all incidents.

Eddie's communication and people skills were also recognized, making him a perfect candidate for foot patrol. This assignment required day-to-day interaction with local business owners to create a strong police presence.

In 1997 Eddie took on one of his most-challenging roles. He became an instructor for the Chicago Police Department teaching Drug Abuse Resistance Education (D.A.R.E.) and Gang Resistance Education and Training (G.R.E.A.T) to students in fifth through eighth grades. He is a strong advocate against drugs and gangs, and he feels it is vitally important to reach our children about the pitfalls at an early age.

With several "traffic stops gone bad" in the news, in 2001 Eddie was selected to a four-member team to outline how civilians should react when pulled over by the police. This concept was later developed into a video titled "You Don't Know Squat." It is currently being used in Chicago Public High Schools as a part of the driver's education curriculum. In 2002, Eddie received the Superintendent's Award of Merit as well as the Sheriff's Law Enforcement Award of Merit for his role in developing the program. Still realizing a more widespread need for education on traffic stops, he developed the PosterBook, "*Drive Safe, Stop Safe*" in conjunction with Rx Humor.

Eddie's achievements in law enforcement have resulted in numerous other awards. In 1990, he received a department commendation for the apprehension and prosecution of an armed robbery offender, which cleared up a robbery pattern. Additionally, he has received more than 40 honorable mentions for outstanding police work.

Eddie also provides security for celebrities, music industry promotions, and special events. He has received accolades from basketball legend Michael Jordan, actor Sylvester Stallone, gospel singer Yolanda Adams, and countless others for his ability to provide a secure environment. For more information, please call 773-434-0530.

HEATHER PAUL, Ph.D.
Executive Director, National SAFE KIDS

Heather Paul is the Executive Director of the National SAFE KIDS Campaign and SAFE KIDS Worldwide, a nonprofit organization solely dedicated to childhood injury prevention. In this role, Dr. Paul oversees activities and programs that address the major unintentional injury risks to children: motor vehicle crashes, bicycle and pedestrian injuries, burns, poisoning, drowning and falls. She has served in this position since 1995. Under her leadership SAFE KIDS has grown to a grassroots network of over 500 SAFE KIDS coalitions and chapters in every state in the nation. She also has been a founder of SAFE KIDS Worldwide, a global network of child safety campaigns in 16 countries.

Dr. Paul makes routine appearances on major network and cable television and regularly conducts radio and print interviews. She also testifies before various Congressional Committees, and works closely with major federal agencies such as the U.S. Consumer Product Safety Commission, the U.S. Fire Administration, the U.S. Department of Transportation and the Centers for Disease Control and Prevention. In recent years SAFE KIDS has won major awards from the National Highway Traffic Safety Administration, the American Public Health Association, All State Insurance and the Consumer Product Safety Commission. The Campaign has also earned three Silver Anvils from the Public Relations Society of America.

Dr. Paul oversees development efforts that have created partnerships with major corporations as well as federal agencies and foundations. Dr. Paul serves as a Board Member for the Toy Industry Foundation, the Alliance for Consumer Education and Safe Smart Women. She also serves on the Advisory Committees for Injury Prevention and Control Center at CDC and the Harvard Center for Risk Analysis.

Dr. Paul has an undergraduate and master's degree in English from Ohio Wesleyan University and American University respectively. She also earned a Ph.D. in American Studies at the University of Maryland where she won the Bode Prize for the Best Dissertation of the Year. Dr. Paul has one daughter who resides in Los Angeles, California.

HAL STRATTON

Chairman, Consumer Product Safety Commission

Hal Stratton, Chairman of the Consumer Product Safety Commission (CPSC), heads the federal agency responsible for protecting the public against unreasonable risks of injuries and deaths associated with consumer products. President George W. Bush nominated Mr. Stratton to be CPSC Chairman and the U.S. Senate confirmed him on July 25, 2002. He will serve a term that expires in October of 2006.

Mr. Stratton was born in Muskogee, Oklahoma, and is an enrolled member of the Cherokee Nation. He is a graduate of the University of Oklahoma and the University of Oklahoma School of Law. After law school, Mr. Stratton served in the U.S. Army and then moved to Albuquerque. He served in the New Mexico House of Representatives from 1979 through 1986 and as New Mexico attorney general from 1987 through 1990. He has had a private law practice in Albuquerque from 1991 to 2002. Mr. Stratton also served on the Western Conference of the Council of State Governments, the National Conference of State Legislators, the National Conference of Commissioners on Uniform State Laws, the New Mexico Judicial Council and the BLM Citizens Advisory Committee (Albuquerque district). While serving as Attorney General, Mr. Stratton co-authored *Office of the Attorney General: History, Powers & Responsibilities, 1845-1990* and *Report of the Attorney General: Crime in New Mexico*. He successfully argued the case, *Cotton Petroleum v. New Mexico*, 490 U.S. 163, 109 S. Ct. 1698, 104 L. Ed. 2d 209, before the Supreme Court of the United States.

As Chairman of the Consumer Product Safety Commission, Mr. Stratton has overseen the development of numerous recalls, voluntary safety standards, civil penalty actions, and enforcement actions. He has opened the Commission to additional public participation, and firmly believes that all stakeholders should have a voice in the Commission's decision making.

Mr. Stratton is married and has two daughters, ages 8 and 3. Chairman Stratton may be reached at chairmanstratton@cpsc.gov.

BILL WALSH

Senior Associate Administrator for Policy and Operations, National Highway Traffic Safety Administration

Bill Walsh is Senior Associate Administrator for Policy and Operations at the National Highway Traffic Safety Administration, an agency of the United States Department of Transportation responsible for reducing fatalities and injuries on our highways. Mr. Walsh has worked in this area for about twenty-five years. In his current capacity, Mr. Walsh manages policy development and strategic planning, budget development, and the assessment of the benefits and costs associated with regulations.

He has previously served as Director at the National Center for Statistics and Analysis and for the Office of Budget, Planning and Policy Development, Plans and Policy department of the NHTSA. Mr. Walsh received a B.S. in Mechanical Engineering from the University of Notre Dame and an M.S. in Systems Engineering from George Washington University.

ED CHU

U.S. Environmental Protection Agency, Office of Children's Health Protection, Team Leader for Regulation, Economics, and Data Analysis

Ed Chu is the Team Leader for Regulation, Economics, and Data Analysis in the EPA's EPA's Office of Children's Health Protection. In May 1997, the EPA established the Office of Children's Health Protection (OCHP) "to make the protection of children's health a fundamental goal of public health and environmental protection in the United States." The Office supports and facilitates Agency efforts to protect children's health from environmental threats and it recently released the Second Edition of its report called "America's Children and the Environment: Measures of Contaminants, Body Burdens, and Illnesses."

CLARK NARDINELLI

Office of Scientific Analysis and Support, Center for Food Safety and Applied Nutrition, United States Food and Drug Administration

Clark Nardinelli spent many years teaching economics at various universities, including the University of Virginia, Tulane University, Clemson University, and the University of Maryland Baltimore County. While in academics, he specialized in teaching intermediate price theory, economic history, and economic development. His principal research interests were the economic history of child labor, compensating wage and price differentials in labor and other markets, and the role of cities in economic growth and development.

In 1995, Mr. Nardinelli changed careers, deciding to move to Washington and work for the federal government. He joined the Food and Drug Administration's Center for Food Safety and Applied Nutrition, and now serves as Supervisory Economist for the Economic Analysis Team. In his years at the Center, Mr. Nardinelli has worked on the economic analysis of virtually every type of regulation, including regulations dealing with all of the Center's areas of responsibility: foods (other than meat and poultry), infant formula, dietary supplements, food additives, and cosmetics. The types of regulations he has worked on include nutrition labels, warning labels, preventive controls in manufacturing, and preventive controls in retail establishments. The economics team's responsibilities include helping to generate regulatory options, providing preliminary cost-benefit analyses of those regulatory options, and providing the regulatory impact analyses of the proposed and final rules selected from those options.

Mr. Nardinelli's recent interests include integrating of risk assessment and cost-benefit analysis, and developing better ways to estimate and value the effects of food safety and nutrition regulations.

SEAN PALFREY, M.D.

President, MA Chapter of the American Academy of Pediatrics

Dr. Palfrey has been practicing and teaching pediatrics and public health in Massachusetts for the past 25 years. He attended Harvard College, did basic physiologic research at Rockefeller University in New York, and was a fellow in the Medical Scientist Training Program at Columbia College of Physicians and Surgeons. He and his wife, Judy, moved to Massachusetts in 1974 and have lived and practiced here since.

Dr. Palfrey completed his pediatric training at the Boston Floating Hospital, where he was subsequently chief resident for two years. He then took over first as director of inpatient services, then as Chief of Pediatrics at St. Vincent Hospital, which at the time was the largest pediatric and family medicine training program in Central Massachusetts, and soon merged with the UMass Medical Center.

In 1990, he moved back to Boston, and after two years at Children's Hospital, he took over as Director of Pediatric Ambulatory Services at Boston City Hospital, a role he played for five years. He has served as an attending pediatrician and teacher there (now Boston Medical Center) for a total of thirteen years.

In addition to being Professor of Pediatrics and Public Health at Boston University and Boston Medical Center, Dr. Palfrey is currently president of the Massachusetts Chapter of the American Academy of Pediatrics, and master, with his wife, Judy, of Adams House, one of twelve undergraduate houses at Harvard University. He is the father of three children, a serious art photographer with his own website, has written a children's book, and coaches and teaches various sports.

FREDERICK LOCKER

Principal Partner, Locker, Greenberg, & Brainin

Rick Locker is a principal partner in the law firm of Locker Greenberg & Brainin, P.C., 420 Fifth Avenue, New York, N.Y. 10018. He is a member of various local, state and national bar associations. He is admitted to the Bar of the State of New York and various Federal courts throughout the country. He is also a member of the Advisory Committee, United States Chamber of Commerce/National Association of Manufacturers on Product Safety. He has acted as counsel for many corporations before independent federal regulatory agencies and negotiated numerous consumer product recalls.

Locker Greenberg & Brainin, P.C. is actively engaged in the representation of many large international and national trade associations and corporations, including but not limited to the Toy Industries Association ("TIA"), the Juvenile Products Manufacturers Association ("JPMA"), the Receptive Services Association ("RSA") and the Childrenswear Manufacturers Association ("CMA", now a division of AAMA). The practice involves representation of associations and corporations in negotiations and proceedings before independent U.S. regulatory agencies such as the U.S. Consumer Product Safety Commission ("CPSC"), the Federal Trade Commission ("FTC") and the U.S. Food and Drug Administration ("FDA"), and many State Attorney General Offices. Mr. Locker has frequently been invited to present testimony on behalf of his clients to U.S. Congressional Committees and various state legislative committees. Additionally, he serves as a participant and advisor to many voluntary standards committees developing standards to ensure the safety of a wide range of children's consumer products. He has also been retained as a consultant for the purposes of reviewing consumer products for safety considerations. He is on the Boards of many charitable organizations involved with children's issues, including the Make-A-Wish Foundation NY and Kids In Distressed Situations. Mr. Locker has also been extensively involved in the negotiation of complex corporate restructuring, real estate and venture capital transactions.

GEORGE D. LUNDBERG, M.D.

Editor, Medscape General Medicine and Special Healthcare Advisor to the Chairman and CEO of WebMD

A 1995 "pioneer" of the medical Internet, Dr. Lundberg was born in Florida, grew up in rural southern Alabama and holds earned and honorary degrees from North Park College, Baylor University, the University of Alabama (Birmingham and Tuscaloosa), the State University of New York, Syracuse, Thomas Jefferson University and the Medical College of Ohio. He completed a clinical internship in Hawaii and a pathology residency in San Antonio. He served in the US army during the Vietnam War in San Francisco and El Paso, leaving as a lieutenant colonel after 11 years. Dr. Lundberg was then Professor of Pathology and Associate Director of Laboratories at the Los Angeles County/USC Medical Center for 10 years, and for five years he was Professor and Chair of Pathology at the University of California-Davis.

Dr. Lundberg has worked in tropical medicine in Central America and Forensic Medicine in New York, Sweden and England. His major professional interests are toxicology, violence, communication, physician behavior, strategic management and health system reform. He is past President of the American Society of Clinical Pathologists. From 1982 to 1999, Dr. Lundberg was at the American Medical Association as Editor in Chief, Scientific Information and Multimedia with editorial responsibility for its 39 medical journals, *American Medical News*, and various Internet products, and the Editor of *JAMA*. In 1999 Dr. Lundberg became Editor in Chief of Medscape, the world's leading site for health and medical information on the Internet and the founding Editor in Chief of both *Medscape General Medicine* and CBS HealthWatch.com. In 2002, Dr. Lundberg became Editor in Chief Emeritus of Medscape and Special Healthcare Advisor to the Chairman and CEO of WebMD and remains the Editor of MedGenMed.com. A frequent lecturer, radio and television guest, and a member of the Institute of Medicine of the National Academy of Sciences, Dr. Lundberg holds academic appointments as a professor at Northwestern and Harvard. In 2000, the Industry Standard dubbed Dr. Lundberg "Online Health Care's Medicine Man".

DENNIS MARTIN BIER, M.D.
Professor, Baylor College of Medicine
Director, USDA/ARS Children's Nutrition Research Center

Dennis M. Bier, M.D., is Professor of Pediatrics, Director of the USDA Children's Nutrition Research Center, and Program Director of the NIH General Clinical Research Center at Baylor College of Medicine. He is a member of the Institute of Medicine of the National Academy of Sciences, USA.

Dr. Bier also currently serves as Associate Editor of the *Annual Review of Nutrition*, President of the NIH General Clinical Research Centers Programs Directors Association, and a member of the Expert Advisory Panel on Nutrition and Electrolytes of The United States Pharmacopeial Convention.

Previously, Dr. Bier was Professor of Pediatrics and Internal Medicine at Washington University School of Medicine where he was Co-Director of the Division of Pediatric Endocrinology and Metabolism, Director of the NIH Mass Spectrometry Resource, and Program Director of the NIH General Clinical Research Center at St. Louis Children's Hospital.

He has been President of the American Society of Clinical Nutrition, Editor-in-Chief of *Pediatric Research*, Chairman of the USDA Human Studies Review, Councilor of the American Pediatric Society, Chairman of the NIH Nutrition Study Section, Chairman of the NIH General Clinical Research Centers Committee, Chairman of the National Institute of Child Health and Human Development's Expert Panel Five-year Plan for Nutrition Research and Training, and Chairman of the Kellogg Grain Nutrition Board. He has also served as a member of various other scientific advisory panels, including the HHS/USDA Dietary Guidelines Advisory Committee, the IOM Food and Nutrition Board, the FDA Food Advisory Committee, the Medical Science Advisory Board of the Juvenile Diabetes Foundation, the Task Force and Steering Committee of the Pediatric Scientist Development Program, and the Advisory Board of the National Stable Isotopes Resource at Los Alamos National Laboratory.

Dr. Bier has authored more than 230 scientific publications and, for his research work, he has received the E.V. McCullum Award from the American Institute of Nutrition, the Grace A. Goldsmith Award from the American College of Nutrition, and the General Clinical Research Centers Award for Excellence in Clinical Research from the NIH.

ALAN R. HINMAN, M.D.
Principal Investigator of All Kids Count,
Task Force for Child Survival and Development

Dr. Hinman is with The Task Force for Child Survival and Development, a program affiliated with Emory University. At the Task Force he is Principal Investigator for All Kids Count, a Robert Wood Johnson Foundation-funded program seeking to foster development of integrated preventive health information systems. He also serves as Senior Technical Advisor to the PARTNERS TB Control Program, a program funded by the Bill & Melinda Gates Foundation addressing multidrug-resistant tuberculosis in Peru and globally.

Since 1965 he has been involved in public health programs at state, national, and international levels, primarily working with CDC. At CDC he held positions including EIS Officer (1965-1967), Director of the Immunization Division (1977-1988), Director of the National Center for Prevention Services (1988-1995), and Senior Advisor to the Director (1995-1996). In addition, he has worked for the State Health Departments of New York (1970-1975) and Tennessee (1975-1977). He retired from the U.S. Public Health Service in July 1996, having attained the rank of Assistant Surgeon General.

He is the author or co-author of more than 300 scientific publications and is an Adjunct Professor at the Rollins School of Public Health of Emory University (Departments of Epidemiology and International Health). He is a member of the National Vaccine Advisory Committee and the Task Force for Community Preventive Services and is also Convenor of the Atlanta Alliance for Health and Human Rights.

PETER C. SCHEIDT, M.D., M.P.H.
National Institute for Child Health and Human Development
National Institutes of Health

Medical Officer and Director for the Program Office of The National Children's Study, Dr. Peter Scheidt received an M.D. from Duke University, an M.P.H. from Johns Hopkins School of Public Health and Hygiene, and completed Pediatric Residency at Johns Hopkins Hospital.

Professional experiences include: Epidemiologist, Bureau of Radiological Health, FDA; Director of Pediatric Education, Uniformed Services University; Medical Officer and Coordinator for Childhood Injury and Behavioral Pediatric Research, Center for Research in Mothers and Children, NIH; Professor of Pediatrics and Chairman, Division of General Pediatrics and Adolescent Medicine, Children's National Medical Center & George Washington University, and various clinical pediatric experiences.

His research has focused on the developmental effects of neonatal hyperbilirubinemia, environmental exposure to non-ionizing radiation in children, innovations in medical education, behavioral pediatrics, and the epidemiology and prevention of injuries and violence in children. He currently serves as co-investigator for the WHO multinational Study of Health Behavior in School Children (HBSC) and the Director of the Program Office and Co-chair of the Interagency Coordinating Committee for the "National Children's Study" (NCS), a large longitudinal study of environmental influences on child health and development.

DEBORAH L. SAMS

Chief Executive Officer, First Star

Deborah Sams is a founding director and chief executive officer of First Star, a national 501c3 organization focused on reform of the U.S child protection system. Ms. Sams has several years of experience in fund development and financial management, strategic planning, communications and marketing in both the for-profit and not-for-profit sectors with a focus on quality of life for children.

From 1997 to 1999, Ms. Sams was a board member of the mid-Atlantic chapter of Starlight Children's Foundation, and from 1999 to 2000, served as the chapter's founding executive director. Ms. Sams' experience includes work in the nonprofit sector with educational and religious institutions, and healthcare and social service organizations including Alban Institute, Bennett College, Canterbury School, Florence Crittenton Services, Global TransPark, Institute for the Advancement of Service, McLean School, National History Day, National Multiple Sclerosis Society, Piedmont Craftsmen, Planned Parenthood, Reynolda House Museum of American Art - Wake Forest University, Southeastern Center for Contemporary Art (SECCA), Stevens Center of the North Carolina School of the Arts, The Whalehead Club of the North Carolina Outer Banks, and Winston-Salem Housing Foundation..

From 1986 to 1992, Ms. Sams managed investor, corporate, and media relations for Health Equity Properties, a NYSE-traded healthcare real estate investment trust that owned nursing homes. She reviewed and administered all requests for charitable contributions and distributed grants on behalf of the company, served as a member of the senior management team, directed all partner and shareholder reporting and operations, and served as the company's spokesperson for the investment community and news media.

Ms. Sams studied organizational development at the Graduate School of Public Administration at North Carolina State University and earned her Bachelor of Science, Business Administration at High Point University. She continues to participate in a number of professional development programs.

Ms. Sams resides in Washington, D.C. with her husband, Raymond S. Sczudlo, Esq., who has two grown sons, Ted and Greg.

BIRT HARVEY, M.D.

Emeritus Professor of Pediatrics, Stanford University

Dr. Harvey is an Emeritus professor of Pediatrics at Stanford University School of Medicine. He is an emeritus member of the Institute of Medicine, the American Pediatric Society, and the American Board of Pediatrics. He is also the past president of the American Academy of Pediatrics. Dr. Harvey serves as a member of the CDC Advisory Committee on Childhood Lead Poisoning Prevention and the EPA Children's Health Protection Advisory Committee, in addition to being a founding member of the Children's Environmental Health Network.

Dr. Harvey spent thirty years in private practice in Palo Alto, California and many of those years as Chief of the Pulmonary Disease Service at the Children's Hospital at Stanford. After leaving private practice, he spent two years, supported by the Henry J. Kaiser Family Foundation, at the Institute for Health Policy Studies at the University of California, San Francisco. Subsequently, he served as Associate Chair for the Department of Pediatrics, Chief of the Diagnostic Referral Clinic, and Director of Medical Outreach at Lucile Packard Children's Hospital and Associate Editor of *Pediatrics*.

CARDEN JOHNSTON, M.D., F.A.A.P.
President-Elect, American Academy of Pediatrics

Dr. Carden Johnston practices Pediatric Emergency Medicine at The Children's Hospital of Alabama. He has practiced as a solo pediatrician in Guntersville, AL, as well as in an HMO, Kaiser Permanente, in Honolulu. Following his residency experience at Tulane in New Orleans, he spent a year in London as a Pediatric Registrar at The Hospital for Sick Children, Great Ormond Street. He also has been a Flight Medical Officer with the United States Air Force stationed in Alaska. He is Board Certified in Pediatrics and Emergency Medicine and has obtained the rank of Emeritus Professor of Pediatrics at UAB School of Medicine. He graduated from the Medical College of Alabama in 1961.

Dr. Johnston created health news segments for 10 years for NBC13, called KidCheck. Currently segments are being syndicated and distributed to over 50 stations nationwide. He has over 600 short segments to help parents recognize early serious disease, to be able to recognize common diseases and manage them at home, and to make decisions on when to call a physician. KidCheck emphasizes injury prevention and has received an honorable mention from the American College of Emergency Physicians media education competition and was a finalist in the AMA International Film Festival.

Dr. Johnston's leadership experiences within organized medicine include:

- President of the Alabama Chapter of the American Academy of Pediatrics;
- Board of Directors of the American Academy of Pediatrics;
- President on the Council of Medical Specialties Societies (total membership with 320,000 physicians);
- President, Jefferson County Medical Society;
- Member, College of Counselors Medical Association of the State of Alabama.

He is currently the President-Elect of the American Academy of Pediatrics, and will ascend to the presidency in November, 2003. Dr. Johnston and his wife Susie have three children, two grandchildren, and have been foster parents to 18 others.

TRACY LIEU, M.D., M.P.H.

Associate Professor of Ambulatory Care and Prevention, Harvard Pilgrim Health Care and Harvard Medical School

Dr. Lieu, a general pediatrician and health services researcher, is Director of the Center for Child Health Care Studies, Harvard Pilgrim Health Care, and Associate Professor of Ambulatory Care and Prevention, Harvard Pilgrim Health Care and Harvard Medical School.

Dr. Lieu has studied vaccine safety, delivery, and economics for almost two decades. She is the co-principal investigator of the National Immunization Program's Vaccine Safety Datalink site at Harvard and the principal investigator of the Joint Initiative in Vaccine Economics of the Centers for Disease Control and Prevention and Harvard. She has published many papers about the effectiveness and cost-effectiveness of immunization programs. Her other areas of research include asthma and newborn health.

In addition to research, Dr. Lieu serves as the Children's Hospital site director of the Harvard Pediatric Health Services Research Fellowship, teaches in the Harvard School of Public Health, and practices pediatrics part-time with Harvard Vanguard Medical Associates.

JEAN EMANS, M.D.

Professor of Pediatrics, Harvard Medical School

**Chief of the Division of Adolescent Medicine, Children's Hospital
Boston**

Jean Emans has had a long history in pediatrics and adolescent medicine. She has instructed medical students of Pediatrics at Harvard Medical School since 1975. She has served on the Editorial Board for the *Journal of Pediatrics*, *The Contraceptive Report*, and the *Journal of Adolescent Health*, and on the Editorial Advisory Board for the *Journal of Pediatric and Adolescent Gynecology*. She has consulted Boston Public Schools on Health Education and is a member of the Governor's Adolescent Health Council. Dr. Emans filled the role of President of the North American Society for Pediatric and Adolescent Medicine after serving on the Executive Board for five years. She has been practicing pediatric medicine since 1970.

Dr. Emans is currently acts as Chief for the Division of Adolescent/Young Adult Medicine and as Co-Director for the Center for Young Women's Health at the Children's Hospital in Boston, Massachusetts. She is a member of the research committee at the Harvard Center for Excellence in Women's Health and the Committee on Adolescence for the Massachusetts American Academy of Pediatrics. Dr. Emans completed her undergraduate education at Radcliffe College and received her M.D. at Harvard Medical School. She has authored or co-authored at least thirty publications.

JAMES MANDELL, M.D.

Professor of Surgery, Harvard Medical School

President and Chief Executive Officer, Children's Hospital Boston

Dr. James Mandell is president and CEO of Children's Hospital. He was formerly an associate professor of surgery (urology) and attending physician at Children's and most recently served as dean of Albany Medical College and executive vice president for health affairs at Albany Medical Center. He is president-elect of the Society for University Urologists and continues to practice pediatric urology at Children's.

MICHAEL RICH, M.D., M.P.H.
Assistant Professor of Pediatrics, Harvard Medical School
Director, VIA Project

Michael Rich is an Assistant Professor of Pediatrics at Harvard Medical School and an Instructor of Public Health Practice at the Harvard School of Public Health. An attending physician in the Division of Adolescent/Young Adult Medicine at Children's Hospital, Boston, he is board-certified in both Pediatrics and in Adolescent Medicine. Dr. Rich came to medicine after a twelve-year career as a filmmaker (including serving as assistant director to Akira Kurosawa on *Kagemusha*); his current areas of health research and clinical work bring together his experience and expertise in medicine and media. He is a Fellow of the American Academy of Pediatrics and a member of their Committee on Public Education, whose mandate is to study and disseminate information on the effects of and uses for communications media in child health.

Dr. Rich has designed and conducted content analyses of music videos, reporting the findings in three research papers published in peer-reviewed medical journals. He has researched and published on the status of media education in pediatric and child psychiatry residency programs. He organized and led the first Harvard symposium on media and child health, bringing together leading researchers, advocates, educators, and policy-makers. Dr. Rich has authored or co-authored four policy statements on media and child health for the American Academy of Pediatrics and has written and presented testimony on media and child health to a variety of legislative bodies ranging from the Chicago City Council to U.S. Congress.

Dr. Rich actively uses the media as a tool for positive health education. Dr. Rich's primary research effort consists of using patient-generated media as research data, educational material, and advocacy tools. Dr. Rich developed an innovative clinical research methodology, Video Intervention/Prevention Assessment (VIA), which explores the illness experience through patient-created "video diaries," for which he was honored by the Society for Adolescent Medicine with their New Investigator Award. VIA has been used with children and adolescents to study chronic conditions ranging from asthma to obesity to disability. Dr. Rich is currently exploring the rich potential of these visual illness narratives to teach medical education at Harvard Medical School and Harvard School of Public Health, to inform patients and families about their medical conditions, to advocate for improved health policies, and to educate the general public through broadcast television. He wrote and co-produced an engaging and humorous video, starring Danny DeVito and Nia Long, which educates and empowers children and adolescents with asthma to take control of their disease. He has developed and moderated interactive radio talk shows dealing with asthma, adolescent issues, and other health concerns. Dr. Rich directs the Center on Media and Child Health, based at Harvard's pediatric teaching hospital, Children's Hospital Boston, which he co-founded with Kimberly Thompson.

JOHN P. MURRAY, Ph.D.

Professor of Developmental Psychology, Kansas State University

John P. Murray, Ph.D. is a Professor of Developmental Psychology and the former Associate Vice Provost for Research and Director of the School of Family Studies and Human Services at Kansas State University. He is a Fellow of the American Psychological Association and recent President of its Division of Child Youth and Family Services. Dr. Murray's interest in television and society is reflected in nearly 30 years of research, teaching and public policy concerning children, youth and families.

In the late 1960's and early 70's, Dr. Murray served as Research Coordinator for the Surgeon General's Scientific Advisory Committee on Television and Social Behavior at the National Institute of Mental Health resulting in the first Surgeon General's report on television violence in 1972. Subsequently, he taught in the School of Behavioral Sciences at Macquarie University in Sydney where he conducted research on the effects of the introduction of television in the Australian "outback." His concern about the impact of television has continued during appointments at the University of Michigan, the Boys Town Center for the Study of Youth Development, and Kansas State University.

Over the years, Dr. Murray has produced 10 books and more than 80 articles on children's television, including the 1980 reference book, [Television and Youth: 25 Years of Research and Controversy](#), the 1992 American Psychological Association review, [Big World, Small Screen: The Role of Television in American Society](#), and a 1994 overview of television violence research published in the [Hofstra Law Review](#), as well as an encyclopedia entry on Media Effects in the new American Psychological Association Encyclopedia of Psychology (Oxford University Press, 2000). His continuing research on TV and children is focused on neuroimaging of children's brain activations while watching televised violence.

Finally, in addition to his interests in media and children, Dr. Murray has published two recent books on the role of public policy training in graduate education in the human services; *Applied Developmental Science: Graduate Training for Diverse Disciplines and Educational Settings* (Ablex, 1996) and *Social Change, Public Policy and Community Collaborations: Training Human Development Professionals for the 21st Century* (Kluwer, 2000).

JAY A. WINSTEN, Ph.D.

Director, Frank Stanton Center for Health Communication

Director, Harvard Mentoring Project

Harvard School of Public Health

Jay A. Winsten, Ph.D., is an Associate Dean of the Harvard School of Public Health and the Frank Stanton Director of the School's Center for Health Communication. The Center's mission is to mobilize the immense power of mass communication to motivate positive behavior change. The Center's best-known initiative, The Harvard Alcohol Project, conducted in collaboration with Hollywood studios and leading television networks, demonstrated how a new social concept—the designated driver—could be rapidly diffused through society via mass communication, promoting a new social norm that the driver does not drink. Through this project, begun in 1988, the Center became the architect of the designated driver campaign in the United States. In 1993, the Center launched the "Squash It!" Campaign to Prevent Youth Violence to reinforce and validate decisions by young people to disengage from potentially violent confrontations. In 1997, the Center launched the Harvard Mentoring Project, a national media campaign to promote the growth of the mentoring movement with the goal of linking large numbers of young people with adult mentors. All the major broadcast television networks are participating, along with 45 national and regional cable networks and leading Hollywood studios. January 1, 2002 marked the launch of the first annual National Mentoring Month -- a large-scale public service campaign conducted in collaboration with some of the nation's largest media companies and leading nonprofit organizations. The January 2002 campaign included White House and Congressional involvement, national and local media, and extensive community outreach. The Center's newest initiative, *World Health News*, is a weekly online news digest offering a combination of original reporting and links to news stories and commentaries from newspapers and magazines worldwide on pressing issues in public health. The site is designed as a resource for an international audience of policy makers, journalists, and public health researchers, practitioners, and advocates.

Professor Winsten received his Ph.D. in molecular biology from The Johns Hopkins University and conducted cancer research at Harvard Medical School. At the Harvard School of Public Health, he served as co-editor, along with Nobel laureate James D. Watson and Howard Hiatt, of a three-volume *Origins of Human Cancer*; conducted a three-year study examining how news coverage of science and health is shaped by economic, organizational, and professional incentives in journalism; and headed the School's Office of Health Policy Information, a resource for journalists and policy makers.

SENATOR SAM BROWNBACK

United States Senator, R-Kansas

In 1994, Sam Brownback was elected to Congress, representing the Second District of Kansas. As a member of the House of Representatives, Brownback took a lead role among the freshman class of 1994 in pursuit of his philosophy to reduce the size and intrusiveness of the federal government, reform the Congress, and to help return the country to its traditional values. In 1996, the people of Kansas elected Sam Brownback as their 32nd U.S. Senator, filling out the unexpired portion of Sen. Bob Dole's term. In 1998, they re-elected him to a full six-year term. In the 108th Congress, Brownback serves on four committees: the Committee on Appropriations; the Committee on Commerce, Science and Transportation; the Committee on Foreign Relations; and the Joint Economic Committee.

Brownback is a leading voice in calling for increased corporate responsibility in the entertainment industry. He convened the first congressional public health summit on entertainment violence, and sponsored legislation authorizing the Federal Trade Commission report, which uncovered the widespread marketing of violent, adult-rated entertainment to children.

Brownback chairs the Commerce Subcommittee on Science, Technology, and Space, and is working on challenges ranging from the ongoing debate over human cloning, addressing the role of the media in public health, and identifying innovative solutions to our common environmental concerns. He is also addressing the challenge of revitalizing and growing our technology sector, focusing on the aerospace industry to ensure it retains its position of leadership in the competitive international market, as well as reestablishing American leadership in the commercial space sector. He is co-chair of the Senate Cancer Coalition, co-chair of the Congressional Wireless Caucus, and member of Senate Republican High Tech Task Force.

Through his career, Brownback has worked as an administrator, broadcaster, attorney, teacher, and author. Brownback is the co-author of two books and numerous articles. He received a Bachelor of Science degree with honors in Agricultural Economics from Kansas State University, and a law degree from the University of Kansas.