

Trina Menden Anglin, MD, PhD is Chief of the Adolescent Health Branch, Maternal and Child Health Bureau (MCHB), Health Resources and Services Administration (HRSA). The mission of HRSA/MCHB's adolescent health program is to promote the health and healthy development, safety, and social and emotional well-being of school-aged children, adolescents and young adults. Its portfolio addresses the following issues relevant to adolescent and young adult health: Capacity building among State Maternal and Child Health Title V Programs, increasing adolescent and young adult access to comprehensive quality healthcare services, and strengthening school-based health services, including comprehensive school mental health programs and school-based health centers. Within the federal government, Dr. Anglin co-chairs the Adolescent Health Workgroup for Healthy People 2020 and actively participates on other interagency groups that address youth and adolescent health issues.

Prior to her position in the Federal government, Dr. Anglin was a member of the faculties of Case Western Reserve University School of Medicine and University of Colorado School of Medicine. Dr. Anglin has had direct experience in developing, directing and providing adolescent healthcare services, including reproductive healthcare services, in a variety of settings as well as in directing programs for teaching and training health professionals from multiple disciplines. Ensuring that adolescents' mental health needs are addressed in the primary care setting has been a primary concern. She also developed a pioneering childhood sexual abuse program at the local level that provided clinical services, offered multidisciplinary training and education, and forged collaborative relationships with child welfare and justice system agencies. Her publications have focused on the following areas relevant to adolescent and school health: Mental health, substance abuse, sexually transmitted infections, perceptions of HIV infection, interpersonal violence, sexual abuse, school-based health care, and health services utilization.

Sub-specialty board certified in adolescent medicine, Dr. Anglin is an alumna of the Robert Wood Johnson Foundation's Clinical Scholars Program and holds a doctorate in sociology. She is a past president of the Society for Adolescent Health and Medicine, a Senior Fellow of the Council on Excellence in Government, and a recipient of the American Academy of Pediatrics' Adele Dellenbaugh Hofmann award for exemplifying excellence in the field of adolescent health.

Dina L.G. Borzekowski, Ed.D., is a Research Professor in the Department of Behavioral & Community Health at the University of Maryland School of Public Health. Her educational path began at Cornell University, where she received a B.S. in Biology. She completed two Masters degrees, one in Communication, Computing and Technology from Columbia University and another in Educational Media from Harvard University. Borzekowski's doctorate is in Developmental Psychology from Harvard University. Prior to coming to UMD, Borzekowski had been on the faculty at the Johns Hopkins Bloomberg School of Public Health.

Borzekowski's research expertise is in children, media and health. She has conducted research around the globe (so far, in around 32 countries), exploring how young people use media and media's impact on children and adolescents. Additionally, Borzekowski has had experience

producing media – including work on *Where in the World is Carmen Sandiego?*, *Zoom*, and *Degrassi High*. For almost twenty years, Borzekowski has been affiliated with Sesame Workshop, helping that organization with many of its international co-productions. Borzekowski has done research to develop and evaluate two Muppets®, Kami (an HIV positive orphan who is featured on several subSaharan coproductions) and Raya (a character who was introduced in 2014 and focuses on hygiene behaviors for some of the world’s most indigent children.)

Borzekowski has been interested in how media and new technology effects the well-being of adolescents. Since the Internet’s introduction, Borzekowski has been examining how young people use and are influenced by seeking online health information. She has researched how young people use new technology through lab-based and survey design methodologies, in the U.S. and in Africa. She has also served as the main consultant for TeenHealthFX, one of the world’s premier health websites for adolescents.

Angela Diaz, MD, MPH is the Jean C. and James W. Crystal Professor of Pediatrics and Preventive Medicine at the Icahn School of Medicine at Mount Sinai. She is the Director of the Mount Sinai Adolescent Health Center, a unique program that provides comprehensive, integrated, interdisciplinary primary care, sexual and reproductive health, mental health, dental, optical and health education services to adolescents for free with an emphasis on wellness and prevention. Under her leadership, the Center is the largest adolescent specific health center in the U.S., serving yearly more than 12,000 vulnerable and disadvantaged youth, including sexually exploited and trafficked youth. Dr. Diaz served as a White House Fellow in 1995, where she examined health care policies in the U.S. Territories in the Pacific and the Caribbean. She has been involved in issues of international health, as well as advocacy issues and policy in the U.S. Her research has covered adolescent sexual and reproductive health, teen pregnancy prevention and childhood abuse and neglect. Dr. Diaz is a member of the Institute of Medicine and served on the IOM Committee on Preventive Services for Women. She received her M.D. from Columbia University College of Physicians and Surgeons and her M.P.H. from Harvard University.

Sherry Emery, PhD, is the Director and Senior Scientist at the Health Media Collaboratory at the University of Illinois at Chicago. Dr. Emery's interdisciplinary research interests apply the approaches of health communication, economics, and public policy to understand how both traditional and new media influence health behavior. For the past 15 years, she has focused primarily on the roles that tobacco control and other tobacco-related advertising play in shaping attitudes, beliefs, and tobacco-use behaviors among youth and adults. In the past five years, her research focus has expanded to include analyzing the role of digital and social media on health behavior. As the Director of the Health Media Collaboratory, she has led a team that has developed the infrastructure to collect and analyze tobacco-related messages that individuals are exposed to, search for and share on social media—including Twitter, YouTube, Facebook and Instagram.

Dr. Emery is the principal investigator on research studies funded by the National Cancer Institute, National Heart, Lung, and Blood Institute, the Centers for Disease Control and Prevention, and the American Legacy Foundation. She is a senior research scientist at the Institute for Health Research and Policy and a research professor in the Division of Health Policy and Administration in the UIC School of Public Health.

In addition to her media studies, Dr. Emery has also analyzed the impact of cigarette prices, clean indoor air laws, community-based youth smoking cessation programs, anti-drug and anti-obesity media campaigns, as well as how pharmaceutical advertising affects health care utilization.

Thomas Farley, MD MPH is the CEO of the *Public Good Projects*, a media effort to improve the health of the nation. From 2009 to 2014 he was the Health Commissioner for New York City. In those years, he advocated for innovative public health policies in New York City, including making the city's parks and beaches smoke-free, prohibiting price discounting of cigarettes, raising the legal sales age of tobacco to 21, capping the portion size of sugary drinks sold in restaurants at 16 ounces, and restricting the burning of air-polluting fuels to heat buildings. Dr. Farley has used mass media to deliver powerful messages to promote health, including creating the "Pouring On the Pounds" sugary drink ads, introducing the "Two Drinks Ago" campaign to reduce binge alcohol drinking, and developing a series of hard-hitting ads on the health consequences of smoking.

Before joining the New York City health department, Dr. Farley was chair of the Department of Community Health Sciences at the Tulane University School of Public Health and Tropical Medicine. Dr. Farley is trained as a pediatrician and served in the Centers for Disease Control and Prevention's Epidemic Intelligence Service. He worked for the CDC and the Louisiana Office of Public Health from 1989 to 2000. He is coauthor of [*Prescription for a Healthy Nation*](#) (with RAND Senior Scientist Deborah Cohen) and author of the forthcoming *Saving Gotham*, a book on public health in New York City.

Jennifer Manganello, PhD, MPH is an Associate Professor and Associate Dean for Research at the University at Albany School of Public Health. She is a health communication scholar who incorporates theories, concepts, and methods from the fields of public health and communication. Her research focuses on health literacy as well as the effects of media on attitudes, behaviors, and policies that put young people (children, adolescents, young adults) at risk for negative health outcomes. Her research has included studies assessing media effects and health information seeking/dissemination for youth and parents, advancing methodological aspects of health communication studies, and examining the role of health literacy in health information seeking and provider communication. She has applied a broad range of skills and methodologies (quantitative, qualitative, mixed methods) to conduct both primary data collection and secondary data analysis, and has published her work in journals such as the *Journal of Health Communication*, *Archives of Pediatrics and Adolescent Medicine*, and *Public Health Nutrition*. Before starting at UAlbany, Dr. Manganello was a Post-Doctoral Research Fellow at the Annenberg Public Policy Center, University of Pennsylvania, where she is currently

a Distinguished Research Fellow. She earned her Ph.D. from the Department of Health Policy and Management at the Johns Hopkins Bloomberg School of Public Health.

Cassandra Marburger is a displaced Midwesterner working on social media and content for truth. She's spent the past two years balancing life in the office with traveling across the country to work on truth's in-house video content, network integrations and commercial shoots. She has developed and executed content strategies for all truth's social platforms and built out the truth voice. She is @truthorange on Twitter and the person behind truth's Facebook page on a daily basis, which allows her to interact with tens of thousands of people regularly. Sometimes she forgets what she's saying mid-sentence because she starts thinking about that time some guy on the Internet said something similar. If you ask her what she does, she will tell you she herds cats for a living, but her strategies and executions, paired with increasingly excellent creative, have increased truth's Twitter followers by more than 800 percent over the past year, and grew truth's Facebook account to have more than 2 million Likes. Cas is constantly motivated by her biggest supporter and most vocal fan: Her grandmother who has COPD. Ham sandwiches creep her out.

Kathryn C. Montgomery, PhD is a Professor in the School of Communication at American University and Founding Director of a new PhD program focused on the intersections of media, technology, and democracy. Dr. Montgomery has written and published extensively about the role of media in society, addressing a variety of topics, including: the politics of entertainment television; youth engagement with digital media; and contemporary advertising and marketing practices. In addition to numerous journal articles, chapters, and reports, she is author of two books: *Target: Prime Time – Advocacy Groups and the Struggle over Entertainment Television* (Oxford University Press, 1989); and *Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet* (MIT Press, 2007). Before moving to Washington, D.C. in 1990, she taught television and media at the University of California, Los Angeles and California State University, Los Angeles. Throughout her career, Montgomery's research, writing, and testimony have helped frame the national public policy debate on a range of critical media issues. From 1991-2003, she was co-founder and President of the nonprofit Center for Media Education, where she spearheaded a national campaign that led to passage of the 1998 Children's Online Privacy Protection Act (COPPA), the first federal legislation to protect children's privacy on the Internet. She received her PhD in 1979 from the University of California, Los Angeles.

Linda L. Morse RN, MA, CHES, FASHA & President, American School Health Association (2012-15) is a graduate of the Lankenau Hospital School of Nursing and holds degrees in health education and curriculum and instruction from Rowan University. After serving as a K-12 school nurse and health educator, Linda accepted a position at the New Jersey Department of Education (NJDOE) as a CDC-funded HIV/AIDS specialist. While at NJDOE, Linda served as the state school nursing consultant, the gifted and talented program coordinator, and the health education and physical education standards coordinator. Moving up to manager and acting director of the NJDOE's Office of Academic Standards, her work focused on standards implementation and professional development initiatives as well as federal funding programs to support teacher quality, math and science education, and foreign language programs. Next,

as director of the NJDOE's Office of Innovation and Improvement, she coordinated a strategic team-based approach to school and district improvement efforts. After 18 years of service, Linda retired from NJDOE to become the executive director of the New Jersey State School Nurses Association (NJSSNA) and the New Jersey Association for Middle Level Education (NJAMLE). That same year, Linda became president-elect of the American School Health Association (ASHA) and has served as the association's president since 2012.

Linda, an ASHA Fellow, received ASHA's Distinguished Service Award in 2012. She has also received the Julian W. Smith Certificate of Achievement, the Simon A. McNeely Honor Award for Leadership and Service, and the Presidential Award for Outstanding Service from the Society of State Directors of Health, Physical Education and Recreation and was recognized by NJAMLE with the J. Thomas Kane Presidential Award for Outstanding Contributions to Middle Level Education in New Jersey. Linda served on the CDC Task Force on Prevention of Cancer in Pre-Adolescents and Adolescents and the CDC Task Force on the Management of Chronic Illness in Schools. She also served as a member of the National Health Education Standards Revision Panel and on the Future of Sex Ed (FoSE) Standards work group.

Sandhya Pruthi, MD, is a Professor of Medicine at the Mayo Clinic. Dr. Pruthi received her M.D. degree from the University of Manitoba, Canada in 1990, and completed a Family Medicine residency at the Mayo Clinic in 1994. She was the Director of the Breast Diagnostic Clinic at Mayo Clinic in Rochester, MN from January 2002 to July 2010. She is a Consultant in the Department of General Internal Medicine and a Professor of Medicine.

Dr Pruthi's research area is in breast cancer prevention. Her clinical expertise is the management of women at increased risk for breast cancer and providing pre-operative counseling to women newly diagnosed with breast cancer. She is the Mayo Clinic principal investigator on several national breast cancer prevention and biomarker trials aimed at reducing the risk of breast cancer. She has collaborated in other women's health trials studying complementary and alternative therapies for management of menopausal symptoms and improving the quality of life of breast cancer survivors.

Dr. Pruthi is the Medical Director for Patient Experience at Mayo Clinic in Rochester, Minnesota. In addition, she is the Associate Medical Director for Development and Chief Medical Editor for Global Business Solutions. She is one of the Medical Directors in the Center for Innovation.

Dr. Pruthi is the co- Women's Specialty Editor of MayoClinic.com and the Editor of the Readers Digest Women's Health Encyclopedia. She is a board member for the National Consortium of Breast Centers and has held the title of President of the American Society of Breast Disease.

Vicky Rideout, MA, is president of VJR Consulting. The firm conducts quantitative and qualitative research about children, media and families, primarily for academic and non-profit institutions. Ms. Rideout is also the Editor for reviews and commentaries at the *Journal of Children and Media*. From 1997-2010 she was director of the Kaiser Family Foundation's *Program for the Study of Media and Health*. Prior to that, she founded and ran the *Children & Media* program at the children's advocacy

group Children Now. She has directed numerous studies about media use among children and teens, including the decade-long *Generation M* study for the Kaiser Family Foundation; *Zero to Eight: Children's Media Use in America* for Common Sense Media; *Parenting in the Age of Digital Technology* for Northwestern University's Center on Media and Human Development; and *Learning at Home: Families' Educational Media Use* for the Joan Ganz Cooney Center at Sesame Workshop. She is currently at work on a study with Rutgers University and the Cooney Center on the use of digital technology among low- and moderate-income families, and a study with George Mason and Arizona State on African American teens and technology. Her research has been published in peer-reviewed journals such as *Pediatrics*, *American Behavioral Scientist*, the *Journal of Marketing and Public Affairs*, and the *Journal of the American Medical Association*. Prior to her work on children and media, Ms. Rideout spent a decade working in government and politics, including as a legislative assistant on Capitol Hill, and a political consultant to local and national officeholders and candidates. Ms. Rideout received her BA with honors from Harvard University and her MA from the Maxwell School of Public Affairs at Syracuse University. You can learn more about her work at www.vjrconsulting.com.

Anthony Sis is a Posse and Fulbright scholar from Chicago, Illinois dedicated to enhancing the lives of others through various artistic expressions. Through teaching, advocacy, and social media he has been able to merge his personal and professional interests to spread his message of inclusiveness across several platforms. His interests include, but are not limited to, LGBTQIA+ affairs, youth advocacy, public health, and immigration policy.

Anthony graduated from Connecticut College with a Bachelors of Arts in Government, Gender and Women's Studies, and a certificate in Public Policy and Community Action. This fall Anthony will pursue a Master's degree in Higher Education at Loyola University Chicago. He is also a member of the advisory board for the national non-profit organization YTH based in Oakland, California.

Ellen Wartella, PhD is the Sheikh Hamad bin Khalifa Al-Thani Professor of Communication, Professor of Psychology and Professor of Human Development and Social Policy, Northwestern University. Ellen researches the effects of media on children and adolescents, and the impact of food marketing in the childhood obesity crisis. Moreover, she sits on a number of national boards advising on the influence of media on children's health. Currently, she is a co-principal investigator on a five-year multi-site research project looking at the effect of digital media on very young children funded by the National Research Foundation. She was a co-principal investigator on the National TV Violence Study (1995-1998) and a co-principal investigator of the Children's Digital Media Center project funded by the National Science Foundation (2001-2006).