

SCOTT C. RATZAN, MD, MPA

CURRENT POSITIONS

SENIOR SCHOLAR, CUNY Graduate School of Public Health & Health Policy, New York City, NY, November 2018-present

SENIOR FELLOW, Mossavar-Rahmani Center for Business & Government, Harvard Kennedy School, Cambridge, MA 2018-present

- Harvard Kennedy School describes the “Senior fellows [as] distinguished professionals from government and/or business who come to M-RCBG to address issues at the interface of the public and private sectors: regulation, corporate governance, and the role of government in the changing global economy.” <https://www.hks.harvard.edu/centers/mrcbg/about/senior-fellows#ratzan>

EDITOR-IN-CHIEF, *Journal of Health Communication: International Perspectives*, (Routledge, Taylor & Francis Group, London) 50+ person global editorial board with 1500 pages/year. Founding Editor. 1995-present.

BOARD and ADVISORY POSITIONS:

- **BOARD MEMBER**, National Academies of Science, Engineering and Medicine, Board on Global Health. Washington, DC. 2018- present
- **BOARD MEMBER**, ABInBev Foundation. Washington, DC. 2018- present
- **BOARD MEMBER**, RAND Health Advisory Board. 2013-present
- **BOARD MEMBER**, Massachusetts General Hospital Center for Global Health Advisory Board. 2013-present
- **BOARD MEMBER**, World Information Transfer. (NGO in Consultative status to the UN) 2008-present **COMMITTEE MEMBER**, U.S. Institute of Medicine (IOM) Forum on Public-Private Partnerships for Global Health and Safety. 2013-pres
- **BOARD MEMBER**, U.S. Centers for Disease Control and Prevention (CDC) Board of Scientific Counselors, Office of Infectious Diseases. 2012-2016
- **CHAIR OF THE GOVERNING BOARD**, Together for Safer Roads. A 501c3 broad based coalition established with ABInBev, AIG, IBM, AT&T, GM, UPS, Chevron, Ryder, Facebook, Walmart, Pepsico, and others. 2014-2017
- **FOUNDING CO-CHAIR**, UN Secretary General’s Innovation Working Group (IWG) in support of Every Woman Every Child. 2010-2013. <http://www.who.int/life-course/partners/innovation-working-group/en/>
 - The IWG is a catalytic partnership which includes over 70 leaders including Health Foundations, Academic Institutions, NGOs, Government and UN Organizations, and Private Sector Businesses.
- **VICE-CHAIR**, Health Committee of the Business Industry Advisory Council (BIAC) to the Organization for Economic Cooperation and Development (OECD) 2013-2017

ACADEMIC APPOINTMENTS:

- **ADJUNCT PROFESSOR**. Columbia University Mailman School of Public Health, Department of Sociomedical Sciences. 2012-present
- **ASSOCIATE CLINICAL PROFESSOR**. Tufts University School of Medicine, Department of Public Health and Community Medicine. 1996-present.
- **ASSOCIATE PROFESSORIAL LECTURER IN GLOBAL HEALTH**, George Washington University Milken Institute School of Public Health. 1998-present.

PRIOR POSITIONS:

FOUNDING PRESIDENT, ABInBev Foundation, Washington, DC. 2017-2018

- Established and developed new Foundation with an initial ten-year commitment of \$150 million which received 501(c)(3) designation. Recruited a Board chaired by Ambassador Jimmy Kolker, Jo Ivey Boufford, Robert Orr, and Ken Moritsugu as independent Directors with a mission to reduce harmful drinking globally by identifying effective, science-based programs and policies for public-private partnerships to advance positive social and behavior change. Transitioned organization for the former Vice President to become Executive Director. Remain as Senior Strategic Adviser and Board Member. www.abinbevfoundation.org

VICE PRESIDENT, Global Health and Social Impact 2016-17, Global Corporate Affairs, 2013-2016 ABInBev. New York.

- From 2010- 2013 established the global corporate affairs function at global headquarters in New York, recruiting professionals for Washington, Brussels and the New York team. Function included development and responsibility for global functions for public health policy, research, public affairs, CSR and sustainability activities.
- Created, recruited and developed a Global Advisory Council (GAC) for ABInBev leadership including the CEO and board members. GAC chaired by former Canadian Prime Minister Jean Chretien with Cherie Blair, Nancy Snyderman, David Jones, Derek Yach and Gilberto Dilmenstein.
- Led development of ABInBev's activities for Responsible Drinking with a new \$1 billion 10-year commitment to "Smart Drinking Goals". These goals include a harm reduction framework and forward-thinking activities to reduce the harmful use of alcohol through partnerships and innovative approaches including demonstration projects in six cities.
- Led integration team on corporate affairs – including policy, CSR, communication, government affairs and sustainability for the SABMiller acquisition. Proposed formation of a Foundation with independently led governance; received approval from the Board of Directors
- Conceptualized, founded and launched Together for Safer Roads. Serves as Founding Governing Board Chair for the 501c3 broad based coalition with 12 multinational companies launched at the United Nations HQ (Nov., 2014) with Asst. Secretary General Amina Mohammed, US Secretary of Transportation Foxx, Belgian Ambassador and eight CEOs. Developed an Expert Panel chaired by former US Surgeon General (Acting) Ken Moritsugu with key publications.

VICE PRESIDENT, Global Health, Government Affairs and Policy. Johnson & Johnson. 2002- 2013 Brussels Corporate Office: 2002-2008 and New Brunswick Corporate Headquarters; 2008- 2013

- Established and developed global health diplomacy a strategic imperative that includes public health policy, health literacy, innovation and wellness & prevention activities
- Created key leading partnerships and innovation:
 - Instigated founding sponsorship for mobile health initiative "Text4Baby" with White House, HHS and 100+ partners. Selected as top three innovations by HHS Secretary Sebelius.
 - Developed a Digital Health Scorecard, a health literacy metric for preventing non-communicable diseases
 - Developed J&J's \$200M health commitment for achieving UN Millennium Development Goals (MDGs) presented at the UN Headquarters as the private sector example
 - Developed Mobile Alliance for Maternal Action (MAMA) launched at U.S. State department with Secretary Clinton and CEOs of J&J and United Nations Foundation

- Established Global Smokefree Worksite Challenge with US HHS, Mayo Clinic, American Cancer Society and others; selected as top three examples at Clinton Global Initiative
- Internally: Co-Chaired, Diabetes Synergy initiative (2009-12); Chaired, GAUGE – Global AIDS Understanding for Governmental Engagement (2003-5), Chaired, Johnson & Johnson European Public Affairs Committee (2002-8)
- Externally: Nominated and elected as Chair, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) Non-Communicable Disease Task Force. 2008-2011. Chaired European Federation of Pharmaceutical Industry and Association (EFPIA) Task Force on Information to Patients (2004-2008). Established CHES (Center/Coalition for Health, Ethics and Society) in 2003 in Brussels at European Policy Centre.

SENIOR TECHNICAL ADVISOR, United States Agency for International Development, Global Bureau, Center for Population, Health and Nutrition and Population Leadership Fellow, Public Health Institute. 2000-2002

- Directed, managed and developed the new USAID center-wide communication activities. This \$450,000,000 strategic planning process will serve as the blueprint for the next decade of global communication activities for HIV/AIDS, reproductive health, family planning, maternal health, child survival, nutrition and emerging diseases.
- Served as a member of the evaluation team of the John Hopkins Population Communication Services project with travel to Nigeria and Ghana.

EXECUTIVE DIRECTOR, Health Communication Technology and Educational Innovation Academy for Educational Development (AED). Washington, DC. (1998-2000)

Served as senior counsel on strategic communication:

- Developed two successfully funded proposals for USAID and the Centers for Disease Control and Prevention (CDC).
- Directed, managed and executed national research and campaign activities research and program staff as director of the CDC's communication contract.
- Served as Policy Lead for USAID's Global Health Change project.
- Strategic development for the American Academy of Family Physicians (AAFP) quality initiative and the World Health Organization's Making Pregnancy Safer initiative. Policy and Advocacy lead for USAID's innovation in behavior change project.

DIRECTOR, Emerson College-Tufts University School of Medicine Program in Health Communication, Boston.1992-1998.

- Administrative and academic oversight of all facets of the program
- Liaison with faculty and administration; student advising, resource development, research, publication, course review/design, internship supervision, marketing and admissions, and other administrative items.
- As founding director, I drafted the initial proposal, negotiated the agreement and budget for approval by both institution's administration and governing Board of Trustees.

EMERSON COLLEGE, Division of Communication Studies, Emerson College, Boston (1988-1998):

- **ASSISTANT PROFESSOR**, 1989-1998.
- **DIRECTOR**, The Center for Ethics in Political and Health Communication.
- **GRADUATE COORDINATOR**, 1993-1998.
- **DIRECTOR**, Health Communication Institute, Brussels, Summer, 1996 and 1997.

- **INTERNATIONAL NEGOTIATION course professor**, European Institute of International Communication, Maastricht, the Netherlands. 1993-1995; Brussels, 1996.
- **DIRECTOR OF COMMUNICATION and SPECIAL PROJECTS**. 1991-1992.
- **DIRECTOR OF SPECIAL PROJECTS**. 1990-1991.
- **DIRECTOR OF FORENSICS/ INTERNSHIP COORDINATOR**. 1988-1990.
- **ADJUNCT FACULTY**, Mass Comm. & Public Relations, Boston University, 1989-1993
- **MEDICAL ADVISORY BOARD CHAIRMAN**, *Vitality Magazine*. 1988-1991
- **ADJUNCT ASSISTANT PROFESSOR**, Speech Communication, Boston College, 1988-1989.
- **RESEARCH ASSISTANT**, Externship, Harvard Medical School, Massachusetts General Hospital, Laboratory of Computer Science, Boston, Massachusetts.
- **RESEARCH ASSISTANT**, Harvard University - Center for Health Policy, Education and Management, Cambridge, Massachusetts. (1985-1986)

FORMER ACADEMIC APPOINTMENTS

- **SENIOR ASSOCIATE**. University of Cambridge, Judge Institute of Management United Kingdom. 2002-2009.
- **LECTURER**. Yale University School of Medicine, Global Health, Department of Epidemiology & Public Health 1999-2003.
- **VISITING PROFESSOR**, College of Europe, Belgium. 1997-2007.

POSITIONS ON SCIENTIFIC, GOVERNMENTAL and NGO COMMITTEES

- **GLOBAL MEDICAL ADVISER**, Americares, 2010-present
- **STEERING COMMITTEE MEMBER**, Society for Health Communication 2015-present
- **MEMBER**, European Union High Level Pharmaceutical Forum Working Group on Information to Patients 2005-8
- **COMMITTEE MEMBER**, U.S. Institute of Medicine (IOM)
 - Forum on Public-Private Partnerships for Global Health and Safety 2013-pres
 - Roundtable on Health Literacy 2008-2012.
 - Committee on Envisioning the National Health Care Quality Report (2001)
 - Committee on Leading Health Indicators for Healthy People 2010 (1999).
- **COMMITTEE MEMBER**, Global Agenda Council for Health & Well-Being, and Global Agenda Council for Chronic Disease World Economic Forum. 2009-13
- **AMBASSADOR FOR GLOBAL HEALTH** One of the 25 chosen by peer reviewed committee for Research!America; Paul Rogers Society for Global Health Research. 2009.
- **MEMBER**, Healthy People 2020 Health Communication and IT Advisory Group
- **MEMBER (PRIVATE SECTOR REP)** World Health Organization's NCDNet. 2010-11
- **REVIEWER, STUDY SECTION**, Agency for Healthcare Research and Quality (AHRQ) U.S. Department of Health and Human Services. Washington, DC. 2001-2005.
- **MEMBER, STEERING COMMITTEE**, Signature Program on Health Literacy. American Medical Association. 2000-2003.
- **MEMBER, STEERING COMMITTEE** National Cancer Institute, U.S. Department of Health and Human Services, Communication Opportunities in Learning Technology (COLT). Washington, DC. 1999-2002.
- **MEMBER, STEERING COMMITTEE**, European Health Communication Network, World Health Organization. Copenhagen, Denmark. 1997-2002

- **REVIEWER**, Institute of Medicine reports, National Academy of Sciences series on Vaccines; Reviewer for JAMA, AJPH, AJPM and other peer reviewed Journals

EDUCATION

- M.D. University of Southern California Medical School.** Los Angeles, California. 1988.
The Medical Doctor degree included training at Harvard Medical School, L.A. County Medical Center, Massachusetts General Hospital, North Chicago V.A. Hospital, Chicago Medical School, among others.
- M.P.A. Harvard University - John F. Kennedy School of Government.** Cambridge. 1987.
The Master in Public Administration degree emphasized ethics, media studies, health and public policy, management and negotiation in business and government including courses at the Kennedy School, Massachusetts Institute of Technology, Harvard Medical School and Harvard Law School.
- M.A. Emerson College - Communication Studies.** Boston, Massachusetts. 1986.
The Master of Arts Degree with Honors emphasized Ethics, Business, Advertising, Global Marketing, Public Relations, Political and Health Communication.
- A.B. Occidental College - Rhetoric.** Los Angeles, California. 1983.
Bachelor of Arts with Honors in political communication with departmental distinction.

SELECTED PUBLICATIONS

CONGRESSIONAL TESTIMONY “Achieving the United Nations Millennium Development Goals: Progress through Partnerships.” Committee on Foreign Affairs. U.S. House of Representatives July, 27, 2010 available at <https://www.gpo.gov/fdsys/pkg/CHRG-111hrg57686/html/CHRG-111hrg57686.htm>

Books/Monographs/Invited journal editorship:

1. **Ratzan, S.C.**, Filerman, G.F., LeSar, J.W. “Attaining Global Health: Challenges and Opportunities” *Population Reference Bureau*, Washington, DC. March, 2000. A 60 page monograph.
2. **Ratzan, S.C.** (Editor) *The Mad Cow Crisis: Health and the Public Good*, University College of London Press, Ltd. London, UK and New York University Press, New York, NY.. December, 1998. A 256 page book.
3. **Ratzan, S.C.** (Guest Editor) Health Communication: Challenges for the 21st Century. *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994. A 200 page journal.
4. **Ratzan, S.C.** (Editor) *AIDS: Effective Health Communication for the 90s*. Taylor & Francis, Washington, DC. 1993. A 280 page book.
5. Payne, J.G. and **Ratzan, S.C.** *Tom Bradley: The Impossible Dream*. Hardcover ed. 368 pp.; Roundtable Publishing, Santa Monica, California, 1986. Paperback ed; Paperjack Press, New York, 1987. 3rd edition 1992.

Academic Articles and select book chapters (abridged):

1. Parker R.M., and **Ratzan S.C.** Our future with Democratization of Health Requires Health Literacy to Succeed. *American Behavioral Scientist* (2018, in press)
2. **Ratzan, S.C.** The Future of Health Communication: Innovating through Partnerships. *MÈTODE Science Studies Journal*, 6 193–199. University of Valencia. 2016.

3. Goldberg, A, **Ratzan, S.C.** Parker R., and Jacobson K. Addressing Ebola and Other Outbreaks: A Communication Checklist for Global Health Leaders, Policy Makers and Practitioners *Journal of Health Communication*. 121-122. 2015.
4. **Ratzan S.C.** and Moritsugu, K. Ebola Crisis—Communication Chaos We Can Avoid *Journal of Health Communication*, 19:1213–1215, 2014.
5. **Ratzan S.C.**, Weinberger MB, Apfel F, et al. The Digital Health Scorecard: A New Health Literacy Metric for NCD Prevention and Care. *Global Heart*, 8(2): 171-179, 2013.
6. Isaac F.W and **Ratzan S.C.** . Corporate Wellness Programs: Why Investing in Employee Health and Well-being is an Investment in the Health of the Company in Ronald Burke and Cary Cooper (eds) *The Fulfilling Workplace: The Organizations Role in Achieving Individual and Organizational Health*. Routledge. 301-314. 2013.
7. **Ratzan S.C.** (editor) UN Innovation Working Group *Innovation in the Post-MDG Environment: Advancing Global Health Diplomacy in Pursuit of the Global Good*. Green Paper. UN IWG Every Woman Every Child. New York. 2013.
8. **Ratzan S.C.** Global Health Diplomacy: Ideas and Opportunities In *Advancing A Better World*. Summer. *Global Health and Diplomacy*. 2013.
9. Suggs S.L., **Ratzan S.C.** Global E-health Communication. In: Waisbord S, Obregon R (eds.) *The Global Handbook of Health Communication*. John Wiley & Sons, UK. pp:1 251-273. 2012.
10. Spector, J.M., **Ratzan, S.C.**.. Editors Checklists for the Last Kilometre: Innovative Strategies to Ensure that Life-Saving Commodities and Information Reach Women and Newborns at the Moment of Care. EWEC IWG Task Force on Checklists. Innovation Working Group in support of Every Woman Every Child. [Report] 2012.
11. **Ratzan, S.C.** Global Health Diplomacy in the 21st Century. *Global Health and Diplomacy* . Winter. 91-93. 2013.
12. **Ratzan, S.C.** Integrating Health Literacy into Primary and Secondary Prevention Strategies. Institute of Medicine Roundtable on Health Literacy. National Academy of Sciences. Washington, DC. 2012
13. Larson HJ, Cooper LZ, Eskola J, Katz SL, **Ratzan S.C.**.. Addressing the vaccine confidence gap. *Lancet* Aug 6. 378(9790):526-35. 2011.
14. Anderson, P. and **Ratzan, S.C.**.. Health and Well-Being as Drivers of Global Success. *Journal of Health Communication*, 16(10), pp.1041-1045. 2011.
15. Parker, R.; **Ratzan, S.C.**, Health Literacy: A Second Decade of Distinction for Americans. *Journal of Health Communication*. 2010. .
16. Haider, M., **Ratzan S.C.** and Meltzer W. "International Innovations in Health Communication" in (J. Parker and E. Thorson, Editors) *Health Communication in the New media Landscape*. Springer Publishing Company New York 373-394. 2009.
17. Bailey, SC; Jacobson, KL; Parker, RM; **Ratzan, S.**, Wolf, MS. Health Literacy: A Brief Introduction *International Nursing Review*. 2009
18. Wolf M.S., Parker, R.M., **Ratzan, S.C.** Literacy and Public Health. In *International Encyclopedia of Public Health*. Dublin, Ireland; Elsevier Press.98-104. 2008.
19. **Ratzan S.C.** Health Diplomacy in the 21st Century: Ideas for engagement with the private sector in A. Melbourn Editor, *Health and Conflict Prevention*; Madariaga European Foundation. 80-89 2006.
20. Detmer, DE, Singleton, P, and **Ratzan, S.C.**, "The need for Better Health Information", in the *Ethics and the Pharmaceutical Industry*, 198-204. 2005.
21. Parker R.M., **Ratzan, S.C.**, and Lurie N. Health Literacy; A Policy Challenge for Advancing High Quality Health Care. *Health Affairs*. 22 (4):147-153. 2003.
22. **Ratzan S.C.**, Nelson, D.E. Eng, T.R., Goldberg, C. Electronic Communication. In D. Nelson (Editor) *Communicating Public Health Effectively*. American Public Health Association. Washington, DC. 2003.
23. **Ratzan, S.C.**, "Mad Cow Disease" *Oxford Compendium of Modern Science*.. Oxford Univ. Press. Oxford, UK. 2002.

24. **Ratzan, S.C.**, Busquets M. "Future of Communication Technologies in Developing Countries" in R. Busko (editor) *The Future of Health Technology*. IOS Press. Cambridge: MA. 2002.
25. Rogers, E.M., **Ratzan, S.C.**, and Payne, J.G. "Health Literacy: A Nonissue in the 2000 Presidential Election." *American Behavioral Scientist*. (44,12). 1272-2195. 2001.
26. **Ratzan, S.C.**, "Quality Communication: The Path to Ideal Health." Joseph Leiter Lecture -- National Library of Medicine, National Institutes for Health, reprinted in the *Journal of Health Communication* (6,3) 2001
27. **Ratzan, S.C.**, "Health Literacy: Communication for the Public Good." *Health Promotion Int'l*. (16,2), 207-214. 2001.
28. **Ratzan, S.C.**, "Global Health in the 21st Century: Effective Communication as the Path to Ideal Health," in C.E. Koop, C. Pearson, M. Swartz, (eds.) *Global Health in the 21st Century*. Jossey Bass. San Francisco, CA. 2000.
29. **Ratzan, S.C.**, Taking the Risk out of Risk Communication. In proceedings of National Conference on Biosafety. Centers for Disease Control and Prevention: Atlanta, February 2000.
30. **Ratzan, S.C.**, Health Communication Goals. In "The Pen is as Mighty as the Surgeon's Scalpel: Improving Health Communication Impact." World Health Organization-Europe. Copenhagen. 1999.
31. Fowler K., Celebuski C., Edgar, T., Kroger, F., **Ratzan, S.C.**, "An assessment of the Health Communication Job Market across Multiple Types of Organizations." *Journal of Health Communication*. (4,4) 1999.
32. **Ratzan, S.C.**, Cancer Risk Communication: What we know and what we need to learn. *Vital Speeches of the Day*. (65, 9) February 15, 1999. Referenced as the keynote address in *Journal of the National Cancer Institute*.
33. Goethals C., **Ratzan, S.C.** and Demko, N. "Negotiation Strategies in European Politics," *The Mad Cow Crisis: Health and the Public Good*, University College of London Press, Ltd. London, UK. 1998.
34. **Ratzan, S.C.**, "Strategies for Attaining Public Health" in *The Mad Cow Crisis: Health and the Public Good*, University College of London Press, Ltd. London, UK. 1998.
35. Eng, T.R., Maxfield A., Patrick, K., Deering ,M.J., **Ratzan, S.C.**, Gustafson, D.H., Access to Health Information and Support: A Public Highway or Public Road? *JAMA*. October 21, 1998.
36. **Ratzan, S.C.**, "Challenges and Prospects in Risk Communication," in T. Tinker (editor) *Communicating Risk in a Changing World* , OEM Health Information Press; The Rammazzini Institute. Beverly Farms, MA. 1998.
37. **Ratzan, S.C.**, A genetic resistance to HIV: A Case Study. In Shulman SR Lasagna L, editors. *Communicating Complex Medical Information: Can We Do Better? Proceedings from a Forum held at the American Academy of Arts and Sciences, Cambridge MA. Boston: Tufts CSDD, 1997*
38. Jacques, W.W. and **Ratzan, S.C.**, The Internet's World Wide Web and Political Accountability: New Media Coverage of the 1996 Presidential Debates. *American Behavioral Scientist*. Sage Publications, Inc., (40,8) 1997.
39. **Ratzan, S.C.**, At the Helm in Health Communication In J. Trent (editor) *Communication: Views from the Helm for the 21st Century*. Allyn & Bacon. Needham: MA. 1997.
40. Ramil, R.N., **Ratzan, S.C.**, Arntson, P., and Freimuth, V.S. Reconceptualizing the Patient: Health Care Promotion as Increasing Citizens Decision-Making Competencies. *Health Communication*. Lawrence Erlbaum Assoc., (9,1) 1997.
41. **Ratzan, S.C.** Effective Decision-making: A Negotiation Strategy for Health Communication and Health Psychology *Journal of Health Psychology*. Sage Publications, (1,3) 1996
42. **Ratzan, S.C.**, Payne, J.G. & Bishop C. The Status and Scope of Health Communication. *Journal of Health Communication*, Taylor & Francis, Vol. 1, No. 1. 1996
43. **Ratzan, S.C.** & McDonough, E. Social Marketing: Unique Approaches to HIV/AIDS. *Social Marketing Quarterly*. Vol. 2, No. 3. Fall, 1995.
44. **Ratzan, S.C.**, Ethical Decision Making in Managing Trauma. *Neurosurgery Clinics of North America*. W.B. Saunders. Vol. 6, No. 4. October, 1995.

45. **Ratzan, S.C.**, Health Communication: Education and Application. In proceedings of the conference in Communication and Health. Speech Communication Association. Annandale, VA. Fall, 1995.
46. **Ratzan, S.C.**, Communication -- The Key to a Healthier Tomorrow." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
47. **Ratzan, S.C.**, "Health Communication as Negotiation: The Healthy America Act." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
48. **Ratzan, S.C.**, Stearns, N., Payne, J.G., Amato, P., Liebergott, J.W. & Madoff, M. "Education for the Health Communication Professional: A Collaborative Curricular Partnership." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
49. **Ratzan, S.C.**, Payne, J.G. & Massett, H.A. "Effective Health Message Design: The America Responds to AIDS Campaign." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
50. **Ratzan, S.C.**, "Political Communication as Negotiation: Breathing New Life into Government." *American Behavioral Scientist*. Nov/Dec. 1993.
51. **Ratzan, S.C.**, "Health Communication and AIDS: Setting the Agenda," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
52. **Ratzan, S.C.**, "Health Communication as Negotiation: The COAST Model and AIDS," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
53. **Ratzan, S.C.**, Afterword . in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
54. **Ratzan, S.C.** & Massett, H.A. "Overcoming Medinfomania: Using Information Technology to Prevent Disease Effectively," in *Human Welfare and Technology*, B. Glastonbury (ed.) Van Gorcum Assen, Assen, the Netherlands, 1993.
55. Hein, K., Blair, J., **Ratzan, S.C.** & Dyson, D. "Adolescents and HIV: Two Decades of Denial," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
56. **Ratzan, S.C.**, "The Real Agenda Setters: Pollsters in the 1988 Campaign." *American Behavioral Scientist*. March/April 1989.
57. Payne, J.G., Marlier, J., Golden, J. & **Ratzan, S.C.** "Perceptions of the 1988 Presidential and Vice-Presidential Debates." *American Behavioral Scientist*. March/April 1989.
58. Payne, J.G., **Ratzan, S.C.** and Baukus, R.A. "Dissemination of News in the Harvard Medicare Project: Regional/Discreet Differences." *Health Communication*, Vol. 1, No. 4. 1989.
59. Payne, J.G. & **Ratzan, S.C.** National Newspaper Analysis of the Press Coverage of Jesse Jackson's 1984 Presidential Campaign: The Confirmation of the Candidate." *The Journal of the National Association for Ethnic Studies*. Vol. 12, No. 2, 1989.

Print Media- Authored Articles - Popular press and trade publications

1. Ratzan S. Key to containing Ebola October 20, 2014 CNBC. New York. <http://www.cnn.com/id/102102261#>.
2. Ratzan S (Feb 28 2011). Vaccine Literacy, A Crucial Healthcare Innovation. Weblog post, *Harvard Business Review*.
3. One Mad Cow Leads to a Stampede. *New York Times* and *International Herald Tribune*. December 29, 2003
4. Ethics in Health Writing. *American Medical Writers Association*. September 1998.
5. Public Health Campaigns Go Electronic. *Medicine on the Net*. Aug., 1997. (with A. Restino)
6. UK: No need to be cowed by this disease. Editorial. *Australia/New Zealand National Business Review*. May 23, 1997.
7. Don' t be cowed by this disease. Op-Editorial for the *Wall Street Journal*. May 12, 1997.
8. They say as our health providers. *Media Ethics*. Boston, Spring, 1997.
9. An end to the madness. Op-Editorial for the *Financial Times*. October 21, 1996.

10. Media Frenzy over Beef. Op-Editorial for the *Financial Times*. October 10, 1996.
11. Local hospital loses its way. Op-Editorial for *The Star* (Ventura County daily). August 29, 1996.
12. Our leaders and our health. lead letter for the *European*. June 5, 1996.
13. Mad Cow Hysteria. Op-Editorial for the *Boston Globe*. April 6, 1996.
14. Withholding health-issue news leaves society in bad shape. Op-Editorial for the Sunday *Boston Herald*. November 26, 1995.
15. (Health) Reform Undone by a Failure to Communicate. *American Medical News*. Nov. 7, 1994.
16. Ethical Health Communication. *Media Ethics*. Spring, 1994. Vol. 6 no. 2.
17. A Healthier America or Media Malpractice. *Ethics Today Journal*. Summer, 1994.
18. Reform Process Should Mirror One for Base Closings. *American Medical News*. Nov. 15, 1993.
19. Power of Influencing Public Opinion Must be Used to Fight AIDS Op-Editorial for the Sunday *Boston Herald*. November 15, 1992.
20. Letter to the Editor entitled "Make a difference." Published in *USA Today*. November 9, 1992.
21. Letter to the Editor entitled "Don't Spread Conjecture." Published in the Sunday *New York Times*. November 8, 1992.

Broadcast Media Interviews – abridged

1. Featured on ABC News *Nightline* Subject: Communicating Stem Cell Research. August 9, 2001.
2. Featured on ABC News *Nightline* Subject: Media Coverage and American Health. June 16, 1998.
3. Featured Expert on Good Morning America interview on Communicating Complex Cancer Cures. Broadcast on ABC News. May 1998.
4. Featured Expert on Newsnight, a half hour television news show aired live on NECN at 6:30 P.M.; WLVI 10 P.M. newscast, WGBH (PBS affiliate) at 11:30 P.M. and WSVN-TV (NBC affiliate Miami, FL.) Subject: Media and policy issues in health and drugs. September 18, 1997.
5. Featured Expert on Media Watch, a national public radio news show in the Midwest. What and who should believe in health? June 22, 1997.
6. Featured Expert on As it happens, a national radio news show aired throughout Canada and the United States live. Canadian Broadcasting Corporation. Subject: Safety of Beef and food: Who do we believe? May 14, 1997. [Highest rated national syndicated radio show in Canada.]
7. Featured Expert on Newsnight, a half hour news show aired live on NECN at 6:30 P.M. and WGBH at 11:30 P.M. Dimensions of Risk and Decisions on Diet Drugs (e.g. phen/fen). May 7, 1997
8. Interview on ABC Affiliate WHDH-TV on delivery of health information on television, May, 1996.
9. Featured Guest on Adler on Line, a live talk show on WABU-TV68 and WRKO radio. Subject: Censorship and disseminating health: CBS's decision and tobacco. November, 1995.
10. Featured Guest on Adler on Line. Subject: Ethics in the Government and Media. July, 1995.
11. Guest on "Health Stops on the I-Way." A discussion sponsored by the Telecommunication Policy Roundtable. BNN-TV. May, 1995.
12. Interviews on Fox-TV/NECN on the Media Coverage of Health: Necrotizing Fasciitis. Feb. and May, 1995.
13. Talk Show Guest on MassViews, a weekly public affairs show on TV3. Prospects for health reform in Massachusetts and the USA. December, 1994.
14. "The 1992 Political Campaign: The Ads and the Issues" Discussion on "Boston Common" - a one hour talk show on WHDH-TV7, the Boston CBS affiliate, January, 1992.
15. Voice-over and script development for documentary on "Edward Bernays 100th Birthday." November, 1991.
16. Preventing HIV/AIDS: Public affairs two-part series. Interview for Public Affairs television WHSH-TV. September, 1991.
17. The Soviet Union: Politics, Media and Communication. Discussion on Christian Science Monitor Television "Today's Monitor," September, 1991.
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- **Strategic planning/risk communication adviser**, Academy for the Advancement of Health, LLC. Washington, DC.200-2002.
- **Adviser**, World Health Organization. Strategy Development for the Vaccines and Biologicals, Geneva. 2002.
- **Adviser**, World Health Organization. Strategy development for Making Pregnancy Safer initiative
- **Adviser**, American Cancer Society. Strategy Development for Colorectal Screening. 2001.
- **Adviser**, CSAT (Center for Substance Abuse Treatment). Developing Protocols for translating research into practice. Substance Abuse and Mental Health Services Administration. Department of Health and Human Services. 2000-2001.
- **Adviser**, World Health Organization. Strategy Development for the Dept. of Health Promotion, Geneva. 1999.
- **Adviser**, EPA's Pesticides and Strategies for Health Care Providers Advisory Council.1999-2000.
- **Adviser**, Environmental Protection Agency (EPA) National Drinking Water Advisory Council Working Group. Health Care Provider Outreach & Education. 1999-2000.
- **Panel Member**, Consensus conference: "Unexplained symptoms after war and terrorism: Building toward Consensus" Uniformed Health Services Medical School. 1999-2000.
- **Adviser**, National Cancer Institute, U.S. Department of Health and Human Services, Cancer Communication Bypass Budget. Washington, DC. 1999
- **Adviser**, World Health Organization. Strategy Development for European Health Communication Network, Copenhagen. 1997-2001.
- **Adviser**, National Cancer Institute, U.S. Department of Health and Human Services, Health Communication/Media Technology Curriculum Project. Washington, DC. 1997-98
- **Expert adviser**, ABC News - Medical/Health Division, 1997- 2000
- **Adviser/External Liaison**, U.S. Department of Health and Human Services, Science Panel on Interactive Communication and Health (SciPICH). Washington, DC. 1997-98
- **Steering Committee Member**, Partnerships for Networked consumer health information. 1998 conference. U.S. Department of Health and Human Services. 1997-98

- **Adviser**, World Health Organization. Rome, Italy. Development of module in Public Perception, information, communication and dealing with the media. 1997.
 - **Expert panelist**, Media Approaches to Substance Abuse Prevention, Prevention Enhancement Protocol System, Center for Substance Abuse Prevention, Department of Health and Human Services. 1997.
 - **Consultant**, Westat, Inc. Various activities related to the Office of Health Communication at the Centers for Disease Control and Prevention. 1996-97
 - **Consultant**, D/ART - Depression Awareness Recognition and Treatment national communication campaign. Strategy and policy development. National Institutes of Mental Health. 1996-97.
 - **Steering Committee Member**, American Public Health Association annual meeting. Theme: Communicating Public Health. Selected as member-at-large. 1996-97
 - **Public Relations Committee Member**, Massachusetts Medical Society. 1996-99.
 - **Faculty Mentor**, Albert Schweitzer Urban Fellows Program, 1996-97
 - **Consultant**, ThinkFirst Community Anti-violence Campaign. L.A. Children's Hospital. 1996.
 - **Prevention Collaborative Partner Consultant**, Prevention Marketing Initiative. Department of Health and Human Services. Public Health Service. 1995-1996.
 - **Delegate**, Suffolk District Medical Society/Massachusetts Medical Society. 1994-1998
 - **Consultant**, Massachusetts AIDS Fund Campaign. 1994-96. Commonwealth of Massachusetts.
 - **Consultant**, FIPSE grant to Emerson College for a comprehensive program for alcohol and drug abuse. 1992-1994.
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