



## Centering Communities in Dissemination Research to Promote Health Equity

September 19<sup>th</sup>, 2023  
National Institutes of Health

### Workshop Agenda

- 11:00 a.m. - 11:05 a.m.**      **Welcome**  
*Yuki Lama, PhD, Program Director, Health Inequities and Global Health Branch, Center for Translation Research and Implementation Science (CTRIS), NHLBI*
- 11:05 a.m. - 11:20 a.m.**      **Opening Remarks**  
*Cara Lewis, PhD, Deputy Director, Center for Translation Research and Implementation Science (CTRIS), NHLBI*
- 11:20 a.m. - 11:50 a.m.**      **Keynote**  
*Bruce YLee, MD, MBA, Executive Director of PHICOR, Professor of Health Policy and Management, City University of New York (CUNY) School of Public Health*
- 11:50 a.m. - 12:00 p.m.**      **Moderated Q&A**  
*Maliha Ilias, PhD, Program Director, Health Inequities and Global Health Branch, CTRIS, NHLBI*
- 12:00 p.m. – 12:30 p.m.**      **LUNCH BREAK**
- 12:30 p.m. - 1:30 p.m.**      **PANEL 1: Know your audience - Planning and Outreach**  
Panel Members:
- *Mylynda Massart, MD, PhD, Associate Professor, Dept. of Family Medicine; Medical Director, UPMC Primary Care Precision Medicine Center; University of Pittsburgh*
  - *Amanda Boyd, PhD, Associate Professor and Co-Director, Institute for Research and Education to Advance Community Health (IREACH), Elson S. Floyd College of Medicine, Washington State University*
  - *Karen Calhoun, Community-Engaged Research Program Officer, Michigan Institute for Clinical & Health Research (MICHR)*
  - *Dmitry Khodyakov, PhD, MA, Senior Behavioral/Social Scientist, RAND Corporation*
- Session Moderator: *Maliha Ilias, PhD, Program Director, Health Inequities and Global Health Branch, CTRIS, NHLBI*
- 1:30 p.m. - 1:40 p.m.**      **BREAK**

1:40 p.m. - 2:40 p.m.

**PANEL 2: Framing the Message - Content development**

Panel Members:

- **Olayinka O. Shiyanbola**, PhD, BPharm, Associate Professor, University of Wisconsin–Madison School of Pharmacy, Associate Director, Collaborative Center for Health Equity, UW Institute for Clinical and Translational Research
- **Jonathan Purtle**, DrPH, MPH, MSc, Associate Professor of Public Health Policy & Management and Director of Policy Research at NYU's Global Center for Implementation Science
- **Jennifer Leeman**, DrPH, MPH, MDIV, Associate Dean for Research & Professor, University of North Carolina at Chapel Hill School of Nursing

Session Moderator: Yuki Lama, PhD, Program Director, Health Inequities and Global Health Branch, CTRIS, NHLBI

2:40 p.m. - 2:50 p.m.

**BREAK**

2:50 p.m. - 3:50 p.m.

**PANEL 3: Bidirectional Communication - Follow-up and Ongoing Dialogue**

Panel Members:

- **Joy Chavez Mapaye**, PhD, Professor of Journalism and Public Communications, Certified Digital Marketing Professional, University of Alaska Anchorage
- **Stacy Robison**, MPH, MCHES, President and Co-Founder, CommunicateHealth, Inc.
- **Andy Tan**, PhD, MPH, MBA, MBBS, Associate Professor of Communication, Director, Health Communication & Equity Lab, Annenberg School for Communication, University of Pennsylvania
- **Seema Yasmin**, MB BChir, Director - Stanford Health Communication Initiative, Clinical Assistant Professor - Stanford University Department of Medicine

Session Moderator: Hillary Wicai Archer, MSJ, Chief, Engagement and Media Relations Branch, Office of Science Policy, Engagement, Education and Communications (OSPEEC), NHLBI

3:50 p.m. - 4:00 p.m.

**BREAK**

4:00 p.m. - 4:55 p.m.

**CLOSING SESSION: Future Directions for Community-Engaged Dissemination Research to Promote Health Equity**

Panel members:

- **Rachel Purvis**, PhD, Assistant Professor, Community Health & Research, University of Arkansas for Medical Sciences
- **Juliet Iwelunmor**, PhD, Professor, Behavioral Science and Health Equity, College for Public Health and Social Justice, St. Louis University
- **Crystal Loudhawk**, MEd, MSCS, Research Associate, University of Colorado
- **Lisa M Cacari-Stone**, PhD, MA, MS, Professor, UNM College of Population Health

Session Moderators:

Cara Lewis, PhD, Deputy Director, Center for Translation Research and Implementation Science (CTRIS), NHLBI

Wen-Ying Sylvia Chou, PhD, MPH, Program Director, Health Communication and Informatics Research Branch (HCIRB) of the Behavioral Research Program (BRP), NCI

4:55 p.m. - 5:00 p.m.

**Closing Remarks**

**Yuki Lama**, PhD, Program Director, Health Inequities and Global Health Branch, Center

*for Translation Research and Implementation Science (CTRIS), NHLBI*