

# TOM HIPPER, MSPH, MA

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## EDUCATION

### **Master of Science in Public Health (2011)**

GPA: 3.9/4.0

Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

**Concentration:** Health Communication, Public Health Preparedness

**Relevant Coursework:** Public Health Emergency Preparedness, Intro to Humanitarian Emergencies, Water and Sanitation Needs in Complex Humanitarian Emergencies, Epidemiology, Environmental Health, Biostatistics, Health Literacy, Research Design, Persuasive Communications: Theory and Practice, Health Communication Programs, Intro To U.S. Healthcare System

### **Master of Communication (2009)**

GPA: 4.0/4.0

Pennsylvania State University, University Park, PA

**Concentration:** Health Communication

**Relevant Coursework:** Disaster Communication, Public Health and Safety: Communicating With Diverse Populations, Health Communication, Data Analysis, Quantitative Research Methods, Qualitative Research Methods

### **Bachelor of Arts in Communication Studies (2007)**

GPA: 3.97/4.0

The College of New Jersey, Ewing, NJ

**Concentration:** Health Communication      **Minor:** Marketing

**Relevant Coursework:** Statistics, Research Methods, Public Health Communication Campaigns, Management

**Honors:** Summa Cum Laude, Lambda Pi Eta Honor Society, Phi Kappa Phi, Golden Key, Merit Scholarship

## EXPERIENCE

### ***Associate Director (Previously Program Manager, Public Health Planner)***

March 2012 – Present

#### **Center for Public Health Readiness & Communication, Drexel University School of Public Health**

- Supervisory role – managed staff and served as lead on a wide variety of projects
- Currently managing a CDC-funded grant to address disaster communication needs of children with special health care needs
- Serving as data analyst on a CDC-funded grant to conduct home assessments for patients with special health care needs
- Helped develop and facilitate a variety of tabletop exercises, and draft HSEEP-compliant After Action Reports, for variety of community stakeholders including primary care practices, public health, health care, and pharmacies
- Served as the Line Lead in Drexel's Closed POD plan, took part in functional exercise and trained line staff
- Worked closely with the Pennsylvania Department of Health (PADOH) on a wide variety of projects designed to enhance community preparedness and integrate key stakeholders into preparedness and response efforts in Pennsylvania
  - Co-authored a white paper on integrating pediatricians into disaster preparedness and response ([bit.ly/1kpfhU6](http://bit.ly/1kpfhU6)), helped develop a communications toolkit for public health emergencies that impact children ([bit.ly/1kpfhU6](http://bit.ly/1kpfhU6)), and helped establish the PA Interagency Working Group for Children's Health in Disasters ([bit.ly/1ncfbFV](http://bit.ly/1ncfbFV))
  - Developed a series of tools to help primary care practices plan for disasters ([bit.ly/1ncfbFV](http://bit.ly/1ncfbFV))
  - Developed emergency operations plans for PADOH that integrated pharmacies, including plans to ensure community access to life-sustaining medications, medication access in shelters and mass care facilities, and mass distribution of medical countermeasures
  - Worked with professional societies of urgent care centers to map their location throughout the state and to incorporate them into PADOH emergency operations plan
- Worked with United Way of Greater Philadelphia and Southern New Jersey to integrate human service agencies into disaster preparedness and response ([bit.ly/1eqyCnI](http://bit.ly/1eqyCnI))
- Worked with Dr. Vincent Covello to develop a risk communication training program for healthcare and public health professionals in Pennsylvania, including in-person trainings, a video training series, and a virtual tabletop exercise
- Led the development of a "Social Media Message Library," a web-based resource designed to assist public health agencies with using social media to communicate during public health emergencies ([bit.ly/1NWpn1I](http://bit.ly/1NWpn1I))
- Revised & integrated social media into PADOH emergency communication plan
- Assisted in the development & rollout of the Pennsylvania Public Health Risk Assessment Tool ([bit.ly/N8ru4j](http://bit.ly/N8ru4j))
- Helped develop a disaster planning guide for public health professionals ([bit.ly/1kpl8Zx](http://bit.ly/1kpl8Zx))
- Managed the Center website ([bit.ly/1pznSqS](http://bit.ly/1pznSqS)) and [www.DiversityPreparedness.org](http://www.DiversityPreparedness.org)
- Used ArcGIS to develop maps for public health planners throughout the state
- Led the qualitative analysis on a RWJF-funded project examining the impact of public health laws on syndromic surveillance
- Served on Philadelphia Department of Public Health's Climate Change and Health Advisory Group

**Risk Communication Consultant**

March 2018 – Present

**Fellow at the Center for Risk Communication**

- Project lead on Florida Department of Health-funded project to improve mosquito control messaging for state of Florida
- Developed messaging on prescription opioids for older adults for the state of California

**Program Analyst (GS-9) (Promoted from GS-7), Communications Team**

July 2010 – September 2011

**Office of the Assistant Secretary for Preparedness & Response (ASPR), U.S. Dept. Health & Human Services**

- Co-lead HHS' Emergency Text Message Database Project
- Co-lead ASPR's social media strategy (monitoring/message development) for 2011 National Level Exercise
- Served as a co-author on Biennial Implementation Plan for the National Health Security Strategy – worked on Objective Five, "Ensure Timely and Effective Communication"
- Co-author of HHS report on the Hospital Preparedness Program, "From Hospitals to Healthcare Coalitions: Transforming Health Preparedness and Response in our Communities"
- Assisted ASPR's Director of Communication during emergencies and day-to-day operations
- Created action reports and talking points for The ASPR during the Deepwater Horizon oil spill
- Served as EMG PIO for the Secretary's Operation Center during the 2011 State of the Union
- Served on HHS' Social Media Working Group to develop department-wide social media strategy
- Served on HHS' Text4Health Task Force and Emergency Response/Preparedness subcommittee
- Helped develop communication strategy for ASPR's PHE.gov website
- Contributor to HHS' New Media Blog – disaster communication focus
- Received Secret Clearance

**Special Studies and Internship**

Spring 2010

**Public Health Preparedness and Emergency Response Research Center (PERRC), Johns Hopkins University**

Project Summary: Mental health aspects of responding to disasters. Supervisors: Dr. Doug Storey, Dr. Rajiv Rimal

- Conducted literature reviews on crisis and risk communication and first responder mental health
- Wrote manuscript entitled, "Inoculation, Efficacy, and Social Support: How the Field of Communication Can Inform Mental Health Preparedness for First Responders"

**Research Assistant**

May 2008 – Sept 2009

**The Drug Resistance Strategies Project, Pennsylvania State University**

Project Summary: Understand and prevent adolescent drug use using an evidence-based curriculum

Supervisors: Dr. Michael Hecht, Dr. Michelle Miller-Day

Funding Source: NIDA Grants R01 DA021670, R01 DA005629

- Conducted focus groups and semi-structured interviews
- Analyzed qualitative data using NVivo software
- Refined survey measures used in formative research
- Worked with underserved, rural populations to address health disparities

**Research Assistant, Pennsylvania State University**

Spring 2008

Supervisor: Dr. Rachel Smith

- Co-authored a publication, assisted in the development of multiple NIH grants (R03, R21)

**TEACHING EXPERIENCE**

*Adjunct Professor, Drexel University*

2016-Present

- Crisis and Risk Communication in Public Health (MPH and Undergraduate course)
- Environmental and Occupational Health

*Adjunct Professor, The College of New Jersey*

2015

- Health and Risk Communication (Undergraduate course)

*Guest Lecturer, Drexel University (MPH courses: Risk Assessment, Preparedness, Environmental Health)*

2013-Present

- Lectured on Risk Communication, Crisis & Emergency Risk Communication, Using Social Media in Disasters Primary

*Instructor, Pennsylvania State University*

2007-2008

- Public Speaking (Undergraduate course); Conducted all lectures, created lesson plans, graded all assignments

*Teaching Assistant, The College of New Jersey*

2006-2007

- Health Communication Campaigns, International Communication, Research Methods (Undergraduate courses)

## **TRAINING**

### **2012 National Public Health Information Coalition (NPHIC) Symposium, Washington, DC**

- Trained and certified in Crisis and Emergency Risk Communication (CERC)

### **Emergency Management Institute**

- IS-00100.a Introduction to the Incident Command System, ICS-100
- IS-00700.a National Incident Management System (NIMS) An Introduction
- IS-00200.a ICS for Single Resources and Initial Action Incidents, ICS-200
- IS-00800.b National Response Framework, An Introduction

### **Coursera.org (Pennsylvania State University)**

- Epidemics – the Dynamics of Infectious Diseases

### **edX (The University of Hong Kong, Harvard University, London School of Hygiene & Tropical Medicine)**

- Epidemics

## **PUBLICATIONS & WHITE PAPERS**

- Peters R, Hipper T., Kricun H., Chernak E. (2019). A quantitative public health risk assessment tool planning for at-risk populations. *American Journal of Public Health*. 109(S4), S286-S289.
- Hipper, T. J., Davis, R., Massey, P. M., Turchi, R. M., Lubell, K. M., ... & Chernak, E. (2018). The disaster information needs of families of children with special healthcare needs: A scoping review. *Health security*. 16(3), 178-192.
- Peters R, Hipper T, Chernak E. (2018). Primary care medical practices and emergency preparedness: Findings from a survey of primary care practices. *Disaster Medicine and Public Health Preparedness*, 1-5.
- Purtle, J., Field, R. I., Hipper, T., Nash-Arot, J., Chernak, E., & Buehler, J. W. (2018). The Impact of Law on Syndromic Disease Surveillance Implementation. *Journal of Public Health Management and Practice*, 24(1), 9-17.
- Hipper, T., Orr, A., & Chernak, E. (2015). Are human service agencies ready for disasters? Findings from a mixed methods needs assessment and planning project. *Health Security*, 13(2), 106-114.
- Abel, M.L., Lee, K., Loglisci, R., Righter, A., Hipper, T., & Cheskin, L.J. (2014). Consumer understanding of calorie labeling: A healthy monday e-mail and text message intervention. *Health Promotion Practice*. 16(2), 236-243.
- Chernak, E., Hipper, T., & Kricun, H. (June, 2013). Integrating community pediatricians into public health preparedness & response activities in Pennsylvania. Available at: [bit.ly/1kpfhU6](http://bit.ly/1kpfhU6)
- Hipper, T., Orr, A., & Chernak, E. (June, 2013). Ensuring the delivery of human services in disasters: A white paper for southeastern Pennsylvania. Available at: [bit.ly/1eqyCnl](http://bit.ly/1eqyCnl)
- Kricun, H., Hipper, T., Peters, R., Chernak, E. (February, 2013). Preparing for public health emergencies: A planning aid for public health and healthcare professionals. Available at: [bit.ly/1kpl8Zx](http://bit.ly/1kpl8Zx)
- Hipper, T., Catona, D., & Nussbaum, J. F. (2011). Transitioning from independence to dependence: Family relational adaptation to Alzheimer's disease. In M. Miller-Day (Ed.), *Going through this together: Family communication and health transitions*.
- Smith, R. A., & Hipper, T. (2010). Label management: Investigating how confidants encourage the use of communication strategies to avoid stigmatization. *Health Communication*, 25(5), 410-22.

## **SELECTED INVITED PRESENTATIONS**

- National Association of County and City Health Officials Webinar – “The Center for Public Health Readiness and Communication Presents: The Social Media Message Library” (2016)
- FEMA Webinar – “Community Discussion: Preparing Individuals Disproportionately Impacted by Disasters” (2015)
- The College of New Jersey Center for the Arts Brown Bag Lecture Series – “Communication During Disasters: How Social Media and Crisis Mapping are Changing the Field” (2014)
- American Red Cross (Southeastern Pennsylvania) Readiness & Resilience Academy Summit – “Crisis and Emergency Risk Communication” (2014)
- Greater North Penn Collaborative Annual Meeting: “Cohesive Community Preparedness for Emergencies in Montgomery County – “Ensuring the Delivery of Human Services in Disasters” (2014)
- Pennsylvania Public Health Training Center Webinar – “Crisis and Emergency Risk Communication: Overview and Application for Public Health Professionals” (2013)
- Business Continuity & Disaster Preparedness Summit, Chester County Department of Emergency Services & United Way of Chester County – “The Role of Human Service Agencies in Disasters” (2013)

## **SELECTED CONFERENCE PRESENTATIONS**

- Hipper, T., Chernak, E. *Emergency Risk Communication for At-Risk Populations: Preliminary Findings from a Study of Information Needs of Families with Children with Special Health Care Needs*. Public Health Preparedness Summit, March 2019, St. Louis, MO.
- Hipper, T., Chernak, E. *The Disaster Information Needs of Families of Children with Special Health Care Needs: Findings from a Scoping Review*. Public Health Preparedness Summit, April 2018, Atlanta, GA.
- Hipper, T. *Fracking Risk Communication*. Panel - Communicating Science: Unconventional Oil and Gas Operations as a Case Study. Society of Toxicology, March 2018, San Antonio, Texas.
- Hipper, T., Nash, J., Purtle, J., Fields, R., Chernak, E. *The Practice of Syndromic Surveillance for Health Situational Awareness in the United States: Findings from a Case Study Analysis*. Poster presented at the Public Health Preparedness Summit, April 2016, Dallas, TX.
- Hipper, T., Nash, J., Chernak, E. *The Center for Public Health Readiness and Communication Presents: The Social Media Message Library*. Poster presented at the Public Health Preparedness Summit, April 2016, Dallas, TX.
- Hipper, T., Thompson, K. *#NowTrending: Must-Have Tools for Managing Social Media During and Emergency*. Presented at the Public Health Preparedness Summit, April 2015, Atlanta, GA.
- Hipper, T., Nash, J., Spelanski, S., E Chernak. *Working with Urgent Care Centers in Pennsylvania - New Partners in Community Preparedness for Public Health Emergencies*. Poster presented at the Public Health Preparedness Summit, April 2015, Atlanta, GA.
- Hipper, T., Garrow, J. *Using Social Media Effectively in Disasters: Practical Considerations for Local and State Public Health Agencies*. Presented at the Public Health Preparedness Summit, April 2014, Atlanta, GA.
- Hipper, T., Needle, S., Yunghans, S., Wishner, A., Chernak, E. *Risk Communication and Disaster Preparedness – The Role of Community Pediatric Practices in Conveying Emergency Public Information to Children and Families*. Poster presented at the Public Health Preparedness Summit, April 2014, Atlanta, GA.
- Peters, R., Hipper, T., Chernak, E. *Integrating Community-Based Primary Care Physicians into Disaster Preparedness: Aligning Community Preparedness with Healthcare Preparedness*. Presented at Public Health Preparedness Summit, April 2014, Atlanta, GA.
- Peters, R., Hipper, T., Chernak, C. *A Public Health Risk Assessment Tool That Incorporates the Needs of At-Risk Populations into Public Health Preparedness Planning*. Presented at the Public Health Preparedness Summit, April 2013, Atlanta, GA.
- Kricun, H., Peters, R., Hipper, T., Chernak, E. *Planning Aid for Public Health Emergencies*. Poster presented at the Public Health Preparedness Summit, March 2013, Atlanta, GA.
- Chernak, E., Hipper, T. *Integrating Community Pediatricians into Emergency Preparedness Planning*. Presented at the Public Health Emergency Preparedness Summit, March 2013, Atlanta, GA.
- Hipper, T., Dreyfuss, I. *HHS' Emergency Text Message Database Project*. Presented at the National Public Health Information Coalition Conference, October 2010, San Diego, CA.
- Smith, R.A., Hipper, T. *Understanding label management: Peoples' reactions to smoking and smokers*. Paper presented at the biennial Kentucky Conference on Health Communication, April 2008, Lexington, KY.
- Pollock, J.C., Fialk, J., Grazioli, J., Shields, K., & Hipper, T. *Warrantless Wiretapping: A community structure approach to nationwide newspaper coverage of national security agency surveillance*. Paper presented at the International Communication Association Conference, May 2007, San Francisco, CA.
- Hipper, T., Eisenberg, D., Severino, T., Magazzu, A., & Pollock, J.C. *Nationwide newspaper coverage of environmental tobacco smoke: A community structure approach*. Paper presented at the biennial Kentucky Conference on Health Communication, April 2006, Lexington, KY.

## **HONORS & AWARDS**

- Nominated for Drexel University's "Adjunct Faculty Award for Teaching Excellence" (2019)
- Staff Excellence Award, Dornsife School of Public Health (2017)
- Gave commencement speech for the School of the Arts & Communication at The College of New Jersey (2016)
- Invited to serve as a subject matter expert at the Department of Homeland Security's Risk and Crisis Communications for First Responders Workshop in The Hague, Netherlands (2015)
- Top Student Award in Public/Mass Communication, The College of New Jersey (2007)
- National President, Lambda Pi Eta Honor Society (2006-07)
- President, Lambda Pi Eta Honor Society, Alpha Xi Chapter, The College of New Jersey (2006-07)
- Promise of Achievement Award (top junior student), The College of New Jersey (2006)