

TOM HIPPER, DrPH(c), MSPH, MA

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EDUCATION

Doctor of Public Health Candidate (Anticipated Graduation: 2025)

London School of Hygiene and Tropical Medicine, London, UK

Epidemiology and Population Health

Concentration: Vaccine Hesitancy, Misinformation, Infodemics

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, Humanitarian Emergencies, Epidemiology, Biostatistics

Environmental Health, Health Literacy, Research Design, Persuasive Communications, Health Communication Programs

Master of Arts in Communication Arts and Sciences (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, Center for Public Health Readiness & Communication

July 2020 – Present

Assistant Professor, Environmental & Occupational Health, Drexel University School of Public Health

- Serve on the Philadelphia Department of Public Health's COVID-19 Vaccine Advisory Committee
- Teach graduate courses including *Crisis and Risk Communication in Public Health* and *Public Health Foundations*
- Serve as Vaccine Site Manager and Line Lead and assist with planning for Drexel's COVID-19 vaccine clinics
- Assist Drexel University with COVID-19 messaging, including development of dedicated website, key message development, and focus group testing of messages with students to increase uptake of key health behaviors
- Developing COVID-19 trainings for K-12 teachers in project funded by the Pennsylvania Department of Education
- Data analyst on a CDC-funded grant to conduct home assessments for patients with special health care needs
- Serve on Philadelphia Department of Public Health's Climate Change and Health Advisory Group
- Director of Public Health Certificate Program

Program Manager, Center for Public Health Readiness & Communication

March 2012 – June 2020

- Led four-year CDC-funded grant to address disaster communication needs of children with special health care needs, including collection & analysis of mixed-methods data, and development & evaluation of toolkit for families and health care providers
- Worked on a wide variety of Pennsylvania Department of Health (PADOH) funded 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 and developed a communications toolkit for public health emergencies that impact children
 - Helped establish the PA Interagency Working Group for Children's Health in Disasters
 - Developed a series of tools to help primary care practices plan for disasters
 - Developed emergency operations plans for PADOH that integrated pharmacies, including plans to ensure community access to life-sustaining medications and mass distribution of medical countermeasures
 - Mapped urgent care centers statewide to incorporate them into state's emergency operations plan
- Assisted in the development & rollout of the Pennsylvania Public Health Risk Assessment Tool
- Helped develop a disaster planning guide for public health professionals
- Used ArcGIS to develop maps for public health planners throughout the state
- Developed and facilitated tabletop exercises, and drafted HSEEP-compliant After Action Reports, for variety of community stakeholders including primary care practices, public health, health care, and pharmacies
- Line Lead in Drexel's Closed POD plan, took part in functional exercises, trained line staff

- 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 “Social Media Message Library,” a web-based resource designed to assist public health agencies with using social media to communicate during public health emergencies
- Led the qualitative analysis on a RWJF-funded project examining the impact of public health laws on syndromic surveillance
- Revised & integrated social media into the PADOH emergency communication plan
- Worked with United Way to integrate human service agencies into disaster preparedness and response

Risk Communication Consultant

Fellow, Center for Risk Communication, New York, NY

March 2018 – Present

- Conduct risk communication trainings for state and local health departments
- Assisted with the development of clear and concise messaging for state health officials for COVID-19 and vaccines
- Project lead on Florida Department of Health-funded project to improve mosquito control messaging for state of Florida
- Assisted with the development of messaging on prescription opioids for older adults in the state of California

Program Analyst (GS-9), Communications Team

July 2010 – September 2011

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

- Received Secret Clearance
- 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

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 thesis 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

- Conducted focus groups and semi-structured interviews, analyzed qualitative data
- 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

Assistant Professor, Drexel University

2020-Present

- Foundations and Systems of Public Health I & II
- Crisis and Risk Communication in Public Health

Adjunct Professor, Drexel University	2016-2020
<ul style="list-style-type: none"> • Crisis and Risk Communication in Public Health (MPH and Undergraduate course) • Environmental and Occupational Health 	
Adjunct Professor, The College of New Jersey	2015
<ul style="list-style-type: none"> • Health and Risk Communication (Undergraduate course) 	
Guest Lecturer, Drexel University, Johns Hopkins Bloomberg School of Public Health	2013-Present
<ul style="list-style-type: none"> • Crisis and Emergency Risk Communication, Using Social Media in Disasters, Climate Change Communication 	
Instructor, Pennsylvania State University	2007-2008
<ul style="list-style-type: none"> • Public Speaking (Undergraduate course) 	

PUBLICATIONS & RESEARCH IN PROGRESS

- Griffin, J.S., Hipper, T.J., Chernak, E.C., Kurapati, P., Lege-Matsuura, J., Popek, L., Turchi, R.M. Home-based emergency preparedness for families of children and youth with special health care needs: A scoping review. Submitted to *Health Security*.
- Hipper, T. J., Popek, L., Davis, R., Turchi, R. M., Lubell, K. M., ... & Chernak, E. (*In Progress*). Communication preferences of families of children and youth with special health care needs during an infectious disease emergency.
- Hipper, T. J., Popek, L., Davis, R., Turchi, R. M., Lubell, K. M., ... & Chernak, E. (*In Progress*). The role of health care providers as trusted intermediaries of disaster information for families of children and youth with special health care needs.
- Peters, R., Hipper, T. J., Kricun, H., & Chernak, E. (2019). A Quantitative Public Health Risk Assessment Tool for 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., Logiisci, 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.
- Kricun, H., Hipper, T., Peters, R., Chernak, E. (February, 2013). Preparing for public health emergencies: A planning aid for public health and healthcare professionals.
- 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 CONFERENCE PRESENTATIONS

- Hipper, T., Chernak, E., Lubell, K. *Disaster Communication and Families with Special Health Care Needs*. Public Health Preparedness Summit, April 2021 (virtual).
- 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., Spehalski, 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*. 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.
- 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.

SELECTED INVITED PRESENTATIONS

- New Jersey Association of County and City Health Officials – “Risk Communication During a Pandemic & In An Era of Social Media” (2021)
- Dornsife School of Public Health Webinar Series – “Misinformation and the Role of Risk Communication During COVID-19 (2020)
- American Academy of Pediatrics – “Disaster Communication and Families with Special Health Care Needs” (2019)
- 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 – “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)

TRAINING

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

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

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

Emergency Management Institute

- ICS-100 - Introduction to the Incident Command System, ICS-100; ICS-200 - ICS for Single Resources and Initial Action Incidents; IS-700 - National Incident Management System; IS-800 - National Response Framework

HONORS & AWARDS

- Public Health Alumni Career Achievement Award, *The College of New Jersey* (2020)
- Named a Fellow, *Center for Risk Communication* (2018)
- Staff Excellence Award, *Dornsife School of Public Health* (2017)
- Invited Commencement Speaker for the School of the Arts & Communication, *The College of New Jersey* (2016)
- Invited 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)