

Andrew Pleasant

Office:
55 Dudley Rd. #207
Rutgers University
New Brunswick, NJ 08904
(732) 932-9153

EMPLOYMENT HISTORY

2005 - ongoing - Assistant Professor, Department of Human Ecology and Extension Department of Family and Community Health Sciences, Rutgers, the State University of New Jersey. Adjunct member, Graduate Faculty of the School of Communication, Information, and Library Studies. Full member, Graduate Faculty of the UMDNJ School of Public Health, Department of Health Education and Behavioral Science, Full member, Graduate Faculty of Rutgers Department of Geography.

2005 - 2006 - Faculty member. Global Certificate Program in Science Communication with Cornell University, South African Agency for Science and Technology Advancement (SAASTA), and Fiocruz/Federal University of Rio de Janeiro.

2002 - 2004 - World Health Organization, Geneva, Switzerland.

- Temporary adviser, World Health Organization Health InterNetwork (HIN).
 - 2004 - Site visits and project review, prepare final project report in coordination with partners and WHO India, ensure long-term sustainability and local ownership of HIN India pilot project. Prepare proposals for scale-up of selected activities.
 - 2004 - Design methodology, prepare proposal, and conduct assessment of the use of scientific health information at medical education institutes in low-income countries.
 - 2003 - Temporary adviser, WHO HIN India pilot evaluation. Involved site visits in India, project review and evaluation, report writing with team of WHO Geneva, WHO India, and in-country partners.
 - 2002-3 - Collaborator on WHO Health Research Utilisation Assessment Project, part of the Health Research System Analysis Initiative. Lead author on technical report on Public Engagement with Health Research.

2002 - 2004 - Center for Environmental Studies, Brown University, Providence, RI.

- Visiting lecturer, taught *Environmental Communication*. Co-PI on projects including: assessing environmental literacy, assessment of informal education effort in New England science centers on climate change, and perceptions of dredging.

2001 - 2002 - Cornell University, Ithaca, NY.

- Department of Communication. Instructor, *Communication in the Life Sciences*, *Introduction to Mass Communication*, and *Organizational Writing*.
- Cornell Genomics Initiative. Web site coordinator (www.genomics.cornell.edu).

Employment history continued ...

2001 - 2005 – Center for Independent Living Opportunities, York, PA.

- Consultant, performed independent monitoring of quality of life assessment effort for individuals with disabilities. Grant writing, and Web site consultant.

1999 - 2005 – Aldo Leopold Leadership Program, Corvallis, OR & Boston, MA.

- Leadership and media trainer, evaluation-team member, and program documentation.

1999 - 2000 – Pew Fellows Program for Marine Conservation, Boston, MA.

- Writer and photojournalist, producing articles on Pew Fellows focusing on links between marine science and conservation through effective public policy.

1998 - 1999 – Abacus Health Research, Providence, RI.

- Independent contractor. Performed in-depth interviews and report writing for NIH/DHHS research project on health insurance provision.

1996 - 1998 – Pennsylvania Coalition Against Domestic Violence, Harrisburg, PA.

- Freelance writer, copy editor and photographer for various projects including author of "Media Guide for Journalists Covering Domestic Violence."

1991 - 1998 – The New Castle News, New Castle, PA.

- Editor of Photo and Graphics. Photojournalist/journalist producing special projects. Assignments included coverage of the Bosnia-Herzegovina conflict, U.S. presidential campaigns, and ongoing local and regional news coverage.

1989 - 1991 – The University of California, Davis, Illustration Services, Photographer.

- Duties included producing photographs for all campus publications and departments, coordinating with department heads and editors on design, story inception, budgeting, deadlines and reproduction quality. Wrote articles for release.

1986 - 1989 – The Lake County Record-Bee, Lakeport, CA.

- Responsible for creation and production of all editorial, sports and advertising visuals. Ordered and kept supply inventory, prepared financial budget, organized negative files and customer service. Wrote feature and news articles and designed pages incorporating visuals and written information as well as most special sections.

1978 – 1981 – The Dolores Archaeological Project, Dolores, CO.

- Seasonal field excavation duties including documentation using both written and photographic means. January Interim Study Project (from Eisenhower College) on uses of photographic processes in archaeological research.

1970 - 1980 – The Dolores Star and The Dove Creek Press, Dolores, CO.

- Steadily increasing responsibilities at family-owned hot-type newspapers. Duties included operating linotypes, presses, and folders as well as writing articles, darkroom work, and operating offset presses in commercial printing operation.

EDUCATION

- 2004 – Ph.D., Cornell University, Dept. of Communication, Ithaca, NY. Emphasis on health, environmental, and science communication.
- 2000 – A.M. Environmental Studies. Brown University, Center for Environmental Studies. Emphasis on science in the mass media.
- 1986 – Bachelor of Arts in Journalism, minor in English. Arizona State University.
- 1982 – Associate of Applied Sciences. Rochester Institute of Technology.

PUBLICATIONS - BOOK and BOOK CHAPTERS

- Zarcadoolas, C. & Pleasant, A. (In press) Increasing health literacy in a digital age, in J. Parker & E. Thornson (Eds.) *Health Care Communication in the New Media Landscape*, Springer Publishing, New York, NY.
- Pimentel, D., Pleasant, A. Barron, J., Gaudioso, J., Kim, Y., Lee, M., Eaton, A., Jackson, A., Lassiter, A., Pollock, N. & Schiavoni, C. (2007) U.S. energy conservation and efficiency: Benefits and costs in D. Pimentel and M. Pimentel (Eds.) *Food, Energy, & Society*, 3rd Edition, CRC Press Taylor and Francis Group: Boca Raton, FL.
- Zarcadoolas, C., Pleasant, A. & Greer, D. (2006) *Advancing health literacy: A framework for understanding and action*. Jossey-Bass: San Francisco, CA. (Initially funded by a U.S. NIH/NLM Grant)
- Dzenowagis, J., Pleasant, A., & Kuruvilla, S. (2004). Bridging the Digital Divide: Lessons from the Health InterNetwork India in Pamela Whitten & David Cook (Eds.) *Understanding Health Communication Technologies: A Case Book Approach*, Jossey-Bass, San Francisco, CA.

PUBLICATIONS – PEER-REVIEWED JOURNAL ARTICLES IN PROCESS

- Pleasant, A., Condry, S., Nucci, M. (In preparation) Scared off spinach? An analysis of selected print media coverage of the Spinach/ E. Coli incident.
- Pleasant, A., Kwelepata, P. (In preparation) Facing the legacy: Community capacity for change and environmental protection in Soweto, South Africa.
- Pleasant, A., Zarcadoolas, C., Greer, D. (In preparation) Moving forward on the health literacy measurement issue.
- Pleasant A., Kuruvilla, S. (In revision) What outcomes count? An international comparative assessment tool for the potential benefits of health research

PUBLICATIONS – PEER-REVIEWED JOURNAL ARTICLES

- Pleasant, A. & Kuruvilla, S. (2008). A tale of two health literacies? Public health and clinical approaches to health literacy. *Health Promotion International*. Retrieved Feb. 28, 2008 from <http://heapro.oxfordjournals.org/cgi/content/abstract/dan001v1>.
- Kuruvilla, S., Mays, N., Pleasant, A., & Walt, G. (2006). Describing the impact of health research: A Research Impact Framework. *BioMedCentral Health Services Research*, 6:134.
- Zarcadoolas, C., Pleasant, A., & Greer, D. (2005). Understanding health literacy: An expanded model. *Health Promotion International*. 20, 195-203.
- Pleasant A. (2005). Health literacy: Help yourself to better health. *Visions* 18(1), 3.
- Finlayson, A.C., Lyson, T.A., Pleasant, A. Schafft, K.A.; Torres, R.J. (2005). The "Invisible Hand": Neoclassical Economics and the Ordering of Society. *Critical Sociology* 31(4), 515-536.
- Borkan, J.M., Zarcadoolas, C., Pleasant, A., Goldman, R., Thomas, M., Bell, J., & Scott, H.D. (2004). The view from the trenches: Primary care practitioners' views of family medicine, internal medicine, and pediatrics. *Medicine & Health Rhode Island*. 87(11), 347-48.
- Kuruvilla, S., Dzenowagis, J., Pleasant, A., Dwivedi, R., Murthy, N., Samuel, R., & Scholtz M. (2004). Digital bridges require concrete foundations: Lessons from the Health InterNetwork India. *BMJ*, 328:1193-1196.
- Pimentel, D., Pleasant, A. Barron, J., Gaudio, J., Kim, Y., Lee, M., Eaton, A., Jackson, A., Lassiter, A., Pollock, N. & Schiavoni, C. (2004). U.S. energy conservation and efficiency: Benefits and costs. *Journal of Environment, Development & Sustainability* 6(3-4).
- Zarcadoolas, C., Pleasant, A., & Greer, D. (2003). Elaborating a Definition of Health Literacy: A Commentary. Invited submission: *Journal of Health Communication*, 8, Supplement 1, June 2003, 119-120.
- Pleasant, A., Shanahan, J., Cohen, B., & Good, J. (2002). The Literature of Environmental Communication. *Public Understanding of Science*, 11(2), 197-205. Available: <http://www.comm.cornell.edu/ecrg/ecrg.html>.
- Zarcadoolas, C., Blanco, M., Boyer, J.F. & Pleasant, A., (2002). Unweaving the web: An exploratory study of low-literate adults' navigation skills on the World Wide Web. *Journal of Health Communication*, 7(4), July, 2002, 309-324.

PUBLICATIONS – TECHNICAL REPORTS & OTHER PUBLICATIONS

- Pleasant, A. (2007). The risks and advantages of framing science. *Science*. 317 (5842), 1168 – 1170.
- Pleasant, A. (2007). Health literacy: An important tool to help people help themselves, *Networking News*, 29(3), 1-8.
- Pleasant, A. (2006). Health literacy is an often-ignored underlying issue, *BMJ*. Available at: <http://bmj.bmjournals.com/cgi/eletters/333/7567/528#141832>. September 14, 2006.
- Pleasant, A., Kurtz-Rossi, S. (2005). Bridging the gap: Bringing research to health literacy practice. National Institute for Literacy Health and Literacy Special Collection. Available: <http://www.worlded.org/us/health/lincs/>.
- Pleasant, A., Dzenowagis, J., Dwivedi, R., & Murthy, N. (2004). *Improving the use of ICT for Health in Low-income countries: Final Technical Report on Health InterNetwork India to the United Nations Fund for International Partnerships*. World Health Organization. Technical Report. June '04.
- Pleasant, A., Kuruvilla, S., Zarcadoolas, C., Shanahan, J., & Lewenstein, B. (2003). A Framework for Assessing Public Engagement with Health Research. Technical report. *World Health Organization*, March 2003.
- Pleasant, A., Kuruvilla, S., Dzenowagis, J., Scholtz, M., Dwivedi, R., Murthy, N., & Samuel, R. (2003). *Health InterNetwork India: Project Review and Evaluation. Report to the United Nations Fund for International Partnerships*. World Health Organization Report. July '03. Available: http://www.hin.org.in/HIN_evaluationreport.pdf.
- Pleasant, A. (2000). A Report on the Proceedings of Livable Providence 2000: An Urban Environmental Conference. Technical report. City of Providence, RI.
- Pleasant, A. Teichert, K. (1999). Geological and Chemical Sciences Building Energy Efficiency Renovations. Technical report. Brown University.
- Pleasant, A., Teichert, K. (1999). Environmentally Responsible Design of W. Duncan MacMillan Hall. Technical report. Brown University.

PRESENTATIONS AND TRAININGS

- July, 2008 - "Perigo indeterminado: Challenges in risk, health and environmental communication" as part of the Oswaldo Cruz Foundation (FIOCRUZ) training course and Satellite Meeting, on Risk Communication, titled "Risk Communication, Environment and Health: Challenges for Latin America." Rio de Janeiro, July 3 and 4, 2008

Presentations and trainings continued ...

- June, 2008 - Respondent to the panel "Science journalism: The impact of local culture and context on science coverage?" Public Communication of Science and Technology conference. Malmo, Sweden. June 25, 2008.
- June, 2008 - Andrew Pleasant - Respondent to the panel "Science journalism training in developing countries." Public Communication of Science and Technology conference. Malmo, Sweden. June 26, 2008.
- June, 2008 - Andrew Pleasant, "Scared off spinach? An analysis of selected print media coverage of the Spinach/E. coli incident in the United States." With Mary Nucci, Sarah Condry & William Hallman. Public Communication of Science and Technology conference. Malmo, Sweden. June 27, 2008.
- May, 2008 - "'Making fools of ourselves' to save lives: Bridging theater-against-AIDS and health literacy capacity building." With Mahiri Mwita. Conference on Pedagogy and Theatre of the Oppressed. Omaha, Nebraska. May 23, 2008.
- April, 2008 - "Advancing health literacy: A dialogue for better health." Keynote presentation, the Sallie Christman Lybarger Memorial Lecture. Diabetes Association of Greater Cleveland Allied Health Symposium. April 2, 2008.
- April, 2008 "Advancing health literacy: The front door to health", "Literacy and health literacy: Making meaning with the U.S. data", "Applying health literacy to chronic disease and self-care", "Health literacy: Measuring what? The ethics of screening", and, "Applying health literacy to clinical interactions" (last talk with F. Kobylarz, MD.). University of Medicine and Dentistry of New Jersey. Stratford campus, Center for Gerontology Excellence. April 7, 16, & 24, 2008.
- April, 2008 - "Science, society, and environmentalism: A communication perspective" Teacher Education Program at Cook College. April 15, 2008.
- April, 2008 - "Risk perception and communication." Guest lecture, Boston University School of Public Health. April 30, 2008.
- March, 2008 - "Advancing health literacy: Building bridges." Closing keynote presentation. Health Literacy Summit sponsored by the National Institute for Literacy. Indianapolis, IN.
- March, 2008 - Invited panel presentation on health literacy with Rudolph, E., Hemley, K., & Craig, M. at the Read, Rattle, & Roll National Community Literacy Conference Leadership Conference. Memphis, TN.

Presentations and trainings continued ...

- March, 2008 – “Scared off spinach? An analysis of selected print media coverage of the Spinach/E. coli incident in the United States, 2006.” Part of "Examining the 2006 Spinach Crisis from Multiple Perspectives," with Hallman, W., Chess, C., Cuite, C. & Nucci, M. Invited presentation to the U.S. Food and Drug Administration, Center for Food Safety and Nutrition, College Park, MD.
- March, 2008 – “Scared off spinach? An analysis of selected print media coverage of the Spinach/E. coli incident in the United States, 2006.” Part of "Examining the 2006 Spinach Crisis from Multiple Perspectives," with Hallman, W., Chess, C., Cuite, C. & Nucci, M. Invited presentation to the U.S. Department of Agriculture, Cooperative State Research, Education, and Extension Service, Washington, DC.
- February 2008 – “Advancing health literacy: From research to practice.” UMDNJ University Hospital Internal Medicine Grand Rounds, Newark, NJ
- February 2008 – “Advancing health literacy: From research to practice.” Cancer Institute of New Jersey health education regional network, New Brunswick, NJ.
- December 2007 – “Advancing health literacy: Empowerment for health.” UMDNJ Stratford School of Public Health, Stratford, NJ.
- December 2007 – “Advancing health literacy: The front door to health.” Coventry Family Practice, Phillipsburg, NJ.
- November 2007 – "Finding connections: Report on a preliminary investigation of community capacity for environmental protection in Soweto, South Africa." National Communication Association Annual Conference, Chicago, IL.
- November 2007 – "Scared off spinach? An analysis of selected print media coverage of the Spinach/ E. Coli incident in the United States, 2006." American Public Health Association Annual Meeting, Washington, D.C.
- November 2007 – "Health literacy as an important social determinant of health: The need for an expanded understanding and comprehensive measurement tools." American Public Health Association Annual Meeting, Washington, D.C.
- October 2007 – “Make a memorable point, Take a graceful bow: Communication Issues for Public Health Professionals.” UMDNJ /New York and New Jersey Public Health Training Center Public Health Leadership Series
- October 2007 - Keynote, “Health literacy: Empowerment for better health.” Health Literacy and Cultural Diversity program, Warren County, NJ.
- October 2007 - Invited participant, U.S. Department of Health and Human Services Roundtable on health literacy. New York, NY.
- August 2007 - “Applying health literacy: Tips for effective programs and other bright ideas.” Keynote presentation, Technical assistance workshop for invited grant-seekers. Sisters of Charity Foundation of Cleveland, Cleveland, OH.

Presentations and trainings continued ...

- June 2007 - "Finding connections: Report on a preliminary investigation of community capacity for environmental protection in Soweto, South Africa." Presentation as part of a panel I organized on "Ways of living, ways of knowing: International case studies in environmental communication" at the 2007 Conference on Communication and the Environment. DePaul University, Chicago, IL.
- June 2007 - "Addressing the health literacy measurement issue: A suggested framework and approach." International Union of Health Promotion & Education annual conference. Vancouver, BC, Canada.
- June 2007 - "Exploring health literacy: A tool for positive change." Keynote presentation, Sisters of Charity Foundation one-day forum on health literacy. Cleveland, OH.
- June 2007 - "Increasing health literacy in the digital world." Invited presentation and book chapter with C. Zarcadoolas, Health Care Communication in the New Media Landscape conference and edited book. University of Missouri, Columbia.
- June 2007 - "Finding connections: Report on a preliminary investigation of community capacity for environmental protection in Soweto, South Africa." Presentation as part of a panel on "Ways of living, ways of knowing: International case studies in environmental communication" I organized at the 2007 Conference on Communication and the Environment. DePaul University, Chicago, IL.
- May 2007 - "Advancing health literacy: A framework for understanding and action." Keynote presentation, at the New Jersey Society of Public Health Educators Midyear Annual Meeting. William Patterson University, Wayne, New Jersey.
- May 2007 - "Fundamental Health Literacy: Health Literacy Principles at Work". Training session at the New Jersey Society of Public Health Educators Midyear Annual Meeting. William Patterson University, Wayne, New Jersey.
- May 2007 - "Exploring science, society, and environmentalism: A communication perspective." Teacher Education Program at Cook College. May 1, 2007.
- April 2007 - "Carefully communicating science and yourself" Invited training session for AAAS Science and Technology Policy Fellows, American Association for the Advancement of Science, Washington, D.C.
- April 2007 - "Mayibuye! Let it come back: A preliminary study of community capacity for environmental protection in Soweto, South Africa." Invited presentation, Rutgers University Department of Geography, Piscataway, NJ.
- Feb. 2007 - "Localizing climate change." Invited presentation at the School of Journalism and Mass Communication, University of Colorado, Boulder.

Presentations and trainings continued ...

- Feb. 2007 - "Making connections: Environment, health, science, and us." Invited presentation at the School of Journalism and Mass Communication, University of Colorado, Boulder.
- Feb. 2007 - "Finding meaning through qualitative research" Guest lecture for Human Ecology Research Methods course. Rutgers University, New Brunswick, NJ.
- Jan. 2007 - "There and back again: Using knowledge for health." Guest lecture for the graduate course Knowledge: Conflicts and Solutions (33:833:685) January 25, 2006.
- Jan. 2007 - "Measuring what? An overview of the current measures of health literacy." Mt. Sinai School of Medicine, New York, NY. Jan. 25, 2007.
- Dec. 2006 - "The what, who, why, and how of health literacy: Implications for diabetes and nutrition." Rutgers University Extension Department of Family and Community Health Sciences In-Service Training, New Brunswick, NJ.
- Nov. 2006 - "Facts for Life: Development of a public health knowledge scale." National Communication Association annual conference, San Antonio, TX, Nov. 17, 2006, with S. Kuruvilla.
- Nov. 2006 - "Advancing health literacy". American Public Health Association annual conference, Boston, MA, Nov. 8, 2006, presented by C. Zarcadoolas, co-author with D. Greer.
- June 2006 - "Health literacy: Putting the domains together". UMDNJ School of Public Health, Office of Public Health Practice (OPHP)-Centers for Education and Training (CET), Public Health Seminar Series. Piscataway, NJ.
- June 2006 - "Why communicate about science", "Bridges, barriers, and ethics of science communication", "If scientists are from Mars, are the rest of us from Venus?" and "News values and public health goals: Conflict and promise." University of Stellenbosch, South Africa.
- May 2006 - "Culture and health: Putting health literacy principles to work". UMDNJ School of Public Health, Office of Public Health Practice (OPHP)-Centers for Education and Training (CET), Public Health Seminar Series. Piscataway, NJ.
- April 2006 - "Exploring the civic domain of health literacy: Putting health literacy principles to work". UMDNJ School of Public Health, Office of Public Health Practice (OPHP)-Centers for Education and Training (CET), Public Health Seminar Series. Piscataway, NJ.
- March 2006 - "Health literacy: Clinical concerns and best practices". Medical Grand Rounds, UMDNJ Dept. of Clinical Medicine, New Brunswick, NJ.

Presentations and trainings continued ...

- February 2006 - "Fundamental Health Literacy: Health Literacy Principles at Work." UMDNJ School of Public Health, Office of Public Health Practice (OPHP)-Centers for Education and Training (CET), Public Health Seminar Series. Piscataway, NJ.
- February 2006 - Grand Rounds at Rutgers University Health Services at Hurtado Health Center at Rutgers, the State University of New Jersey New Brunswick campus, "Health literacy: Clinical concerns and best practices."
- February 2006 - "Qualitative research: Making meaning, not numbers" Guest lecture for Human Ecology Research Methods course. Rutgers University, New Brunswick, NJ.
- January 2006 - "Advancing health literacy: A framework for understanding and action". UMDNJ School of Public Health, Office of Public Health Practice (OPHP)-Centers for Education and Training (CET), Public Health Seminar Series. Piscataway, NJ.
- January 2006 - "Science, politics, and power: An introduction" Guest lecture for the graduate course Knowledge: Conflicts and Solutions, Bloustein School of Planning and Public Policy.
- December 2005 - "Is environmentalism dead?" Guest lecture, Seminar on the Human Dimensions of Environmental Change, Rutgers University Graduate Certificate Program in Human Dimensions of Environmental Change.
- November 2005 - "Is 'environmentalism dead?' A preliminary investigation into perceptions of environmentalists." Annual Conference of the National Communication Association, Boston, MA.
- November 2005 - "Nature of Science", "Risk Communication", "Health Literacy", "Plain Language Writing", "Ethics of Science", and "Signal or static: Radio coverage of science" during the fourth module of the Global Certificate Program in Science Communication organized by Cornell University, the South Africa Agency for Science and Technology Advancement (SAASTA), and Fiocruz/Federal University of Rio de Janeiro.
- November 2005 - Invited presentation. "What is health literacy? Implications for communication in South Africa" and "Putting health literacy principles to work" to program managers and staff from the Government Communication and Information System of South Africa and the Department of Health of South Africa. November 24, 2005.
- October - November 2005 - "Health Literacy: An Overview", "Health literacy and the Internet", "Health literacy: A collaborative tool for JSI and WEI" and facilitated internal discussions on creating a new cross-cutting organizational center on health literacy. World Ed, Inc. & John Snow Inc. Health Literacy Forum, Boston, MA.

Presentations and trainings continued ...

- October 2005 - "What is health literacy? Implications for individual, public, and environmental health." Keynote speaker, University of Medicine & Dentistry School of Public Health-Office of Public Health Practice one-day training seminar on health literacy.
- August 2005 - "Science on the Web", "Science Communication Basics", "Communication Campaign Planning" and "Program Evaluation" part of the Global Certificate Program in Science Communication, Pretoria, South Africa.
- June 2005 - "Science on the Internet: Practical tips". Aldo Leopold Leadership Program, West Cornwall, CT.
- February 2005 - "What is health literacy? Implications for individual, public, and environmental health." Rutgers University, New Brunswick, NJ.
- February 2005 - "Translating science into action." Yale University, New Haven, CT.
- June 2004 - "Development of a multi-dimensional model of health literacy." Rutgers University, Cook College, New Brunswick, NJ.
- June, 2004 - "Genomics and health literacy: Problems with metaphors and proportions", 8th Public Communication of Science and Technology International Meeting, Barcelona, Spain.
- June 2004 - "Taking a graceful bow, making an elegant point ... Being a leader", Aldo Leopold Leadership Program, West Cornwall, CT.
- May, 2004 - "Assessing the information environment in low-income country health systems", Liverpool School of Tropical Medicine, Liverpool, UK.
- May, 2004 - "Public knowledge and perceptions of dredging and reuse of dredged materials", International Communication Association theme session, New Orleans, LA.
- April, 2004 - "Perspectives on practice and theory: Bridging the digital divide in health", School of Communication and Information, Nanyang Technological University, Singapore.
- August 2003 - "'In Cipro we trust'? A new understanding of health literacy", American Public Health Association annual conference, San Francisco, CA.
- June 2003 - "Health Literacy: An expanded model", Summer Institute 2003 - Literacy and Health: Prescription for Progress, Montreal, Canada.
- June, 2003 - "The Impact of Excellence: Putting you and your science in the best light", Aldo Leopold Leadership Fellows training program, Tucson, AZ.
- May, 2003 - Invited guest discussion leader on U.S. National Institute for Literacy, Literacy and Technology listserv.

Presentations and trainings continued ...

- March 2003 – Invited presentation with Christina Zarcadoolas, “Health Literacy: Implications for the Internet,” Harvard Health Publications, Harvard Medical School.
- December 2002 – Invited participant, Public Understanding of Research in Developing Countries workshop. Capetown, South Africa.
- December 2002 – Two accepted presentations: Science Communication and Health theme, 7th Public Communication of Science and Technology International Meeting, Science Communication in a Diverse World, Cape Town, South Africa.
- November 2002 – “Assessing the impact of information in relation to individual and media frames,” National Communication Association annual meeting - environmental communication division, New Orleans, Louisiana.
- October 2002 – Invited media trainer, Tenth International Conference on Harmful Algae, St. Petersburg, Florida - “Effective Science Communication”.
- June, 2002 – “Making an Impression”, Aldo Leopold Leadership Fellows training program, Tucson, AZ.
- May 2002 – Invited participant in WHO/PAHO sponsored conference, Genomics for the Developing World Havana, Cuba.
- November, 2001 – Invited media trainer, Cornell University College of Agriculture and Life Sciences Media Training for Faculty – “Top ten tips for working with journalists”.

COMPETITIVE RESEARCH FUNDING – Principal Investigator

- 2007 – 2009 – Sisters of Charity Foundation, Cleveland. To conduct assessment of health literacy initiative, including 17 independent projects. (\$94,000).
- 2007 – Sisters of Charity Foundation, Cleveland. Capacity building in health literacy (\$6,900).
- 2006 – New Jersey Agricultural Extension Service Pre-Tenure Faculty Career Development Award. 2006. “Finding connections: A preliminary investigation of community capacity for environmental protection in Soweto, South Africa” (\$20,525.)
- 2006 – 2011 – USDA Cooperative State Research, Education, and Extension Service Station Project (Hatch) “Putting Health Literacy Principles to Work: A Research-Based Intervention Targeting Health Information Providers” October 1, 2006 – Sept. 30, 2011. (\$7,
- 2005 – Rutgers University Start-up funds award. \$125,000

RESEARCH FUNDING –Collaborator/consultant

- 2007 - 2012 – Fogarty International Center - National Institutes of Health – NIEHS. “Thai Fogarty ITREOH Center.” Grant Number: 1 D43 TW007849-0. \$706,250 (2007-2012) Mark Robson, Principal Investigator
- 2007 – 2010 – Department of Health and Human Services-Health Resources and Services Administration. “New Jersey Geriatric Education Center (NJGEC)” \$1,280,794 (2007-2010) A. Chopra, Project Director.
- 2005 – ongoing - United States Department of Agriculture (USDA). Cooperative State Research, Education, and Extension Service (CSREES). National Integrated Food Safety Initiative. \$2,000,000. (2005 - 2008). “Food Biosecurity: Modeling the Health, Economic, Social, and Psychological Consequences of Intentional and Unintentional Food Contamination.” William Hallman, Principal Investigator
- 2002 U.S. National Library of Medicine Publication Grant 5G13LM007484-02, P.I. Christina Zarcadoolas.

PROFESSIONAL SERVICE

- Member, Scientific Committee of the Public Communication of Science and Technology Network.
- Member, Search committee faculty position in the Department of Human Ecology, Rutgers University.
- Reviewer, Journal of Health Services Research and Policy. 2007 – ongoing.
- External Reviewer, promotion and tenure process, Singapore Management University, August 2007.
- Led design of new curriculum (with W. Hallman, C. Chess, & P. Guarnaccia) in Environmental and health communication. A new undergraduate option to the Environmental Policy, Institutions & Behavior Major at Rutgers University. 2006-7.
- Review team and committee member, Get Moving Get Healthy initiative website, joint efforts between Family and Community Health Sciences and 4-H Departments, Rutgers University. 2007.
- Peer reviewer for Health Education Research. 2007-ongoing.
- Reviewer, Health Literacy online course for NY/NJ Public Health Training Center. 2006.
- Reviewer, Health Literacy tutorial for World Education/ National Institute for Literacy LINCS Special Collection. 2005-ongoing
- Peer reviewer for Bulletin of the World Health Organization. 2006-ongoing.

Professional service continued ...

- Participate in designing needs assessment survey for Extension Department of Family and Community Health Sciences, 2006.
- Consult in planning of Rutgers *Recyclemania* 2006; 2007.
- External reviewer, Promotion and tenure process, Cornell University Department of Communication, March 2006.
- Rutgers University Cook College representative, attended and reported on Environmental Studies Summit at University of California, Santa Barbara, 2006.
- Co-coordinator, 2005-ongoing; Brown Bag Seminar series. Department of Human Ecology, Rutgers University.
- Advisory committee member, *Food Industry Galley*, Food Policy Institute, Rutgers University. 2006.
- Rutgers University Delegate, USDA Extension Disaster Education Network (EDEN). 2006-ongoing.
- Invited member. Core Knowledge Group (CKG) for the LINCS Health & Literacy Special Collection of the National Institute for Literacy. 2006-ongoing.
- Cornell Graduate Student Association (CGSA), Dept. of Communication representative. CGSA representative to the Environmental Stewardship Council Planning Group.
- Executive Committee for External Review, Brown University, Center for Environmental Studies, graduate student representative.
- Environmental Council of Rhode Island, Brown University graduate student rep.

COMMUNITY SERVICE

- Consultant, Development of RFP for health literacy; reflecting new area of emphasis for the Sisters of Charity of St. Augustine Health System, Cleveland, Ohio. 2007-ongoing.
- Member, Advisory Committee – Mayibuye Wetlands Programme, Soweto, South Africa. 2006-ongoing.
- Judge. World Summit on the Information Society (WSIS), the World Summit Awards USA web competition. June 2005.
- Invited member. Rhode Island Greenhouse Gas Education and Outreach working group. Ongoing multi-partner collaborative effort to draft and implement an action plan for the state of Rhode Island's efforts to curb emissions of climate change gases.
- Rotary Foundation Professional Exchange to Paraguay and Argentina, 1995.

POPULAR MEDIA AND MEDIA COVERAGE

- Quoted in “Adult literacy – a bad life sentence” in The Forth Worth Star Telegram March 16, 2008.
- Kalichman, S.C. (2007) A new approach to addressing health literacy: Theory, intervention, and policy. A review of *Advancing health literacy: A framework for understanding and action*. *PsycCritiques: APA Review of Books*, 52(32)(8 pages).
- Pleasant, A. “A question of literacy”. July 31, 2007, Late Edition - Final, Section F – Science Times; Pg. 4, The New York Times.
- Book reviewed in *New England Journal of Medicine*, Jan. 2007.
- Book reviewed in *CHOICES*, Jan. 2007.
- Book reviewed in *UMDNJ Magazine*, Spring/Summer 2007.
- Participant (with students in Environmental Communication Fall 2006), Google Global Warming Student Speakout. Resulted in published in full-page USA Today advertisement listing Rutgers University Cook College as participant on Nov. 27, 2006.
- Interviewed and quoted in article titled “Online career centers: Employment prospects and the Digital Divide” in “We Work: The voice for Women’s Education and Economic Equity” 1(3) Spring 2006. Published by Women Work! The National Network for Women’s Employment.
- Pleasant, A. “The President’s Power, Unchecked.” July 18, 2006, Late Edition - Final, Section A, Page 20, Column 4, The New York Times.
- Pleasant, A., "Science, Faith and Enlightenment" November 15, 2005, p. 26, The New York Times.

SELECTED HONORS AND AWARDS

- Aresty Faculty Research Mentor of the Year Nominee, 2007-08. Rutgers, the State University of New Jersey.
- 2005 Pfizer Visiting Professorship in Clear Health Communication at World Education/John Snow Inc. (JSI), Boston, MA.
- Selected Member, New Faculty Traveling Seminar 2005. Rutgers University.
- Society of Professional Journalists Keystone State Professional Chapter.
 - 1994 second place sports photo - non-deadline photography.
 - 1995 first place non-deadline photography.
- The Pennsylvania Associated Press Managing Editors Newsphoto competition.
 - 1994 Best of show and first place sports photo.

Awards continued ...

- The News Photographers Association of Greater Pittsburgh.
1994 first place sports feature, third place editorial illustration, honorable mention sports story, honorable mention feature story.
1995 first place sports story, second place editorial illustration.
- The Press Club of Western Pennsylvania Golden Quill competition.
1994 finalist, sports photo.
1995 first place - sports photo and science, health and technology reporting.
- The Pennsylvania Newspaper Publishers Association.
1993 first place photo story.
1994 first place photo story, honorable mention feature reporting.
1998 first place feature story, second place photo story.
- Thomson Newspapers photojournalism and writing/reporting awards.
1994 Best of Thomson corporate award winner, photography.
Multiple monthly corporate award winner in photography, non-deadline, and deadline reporting.
- California Newspaper Publishers Association.
1989 Second place photo story and 1987 Second place spot news photo.