

BIOGRAPHICAL SKETCH

NAME: Peth-Pierce, Robin

eRA COMMONS USER NAME:

POSITION TITLE: Chief Executive Officer, Public Health Communications Consulting, LLC

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date	FIELD OF STUDY
Miami University, Oxford, OH	BA	1990	Journalism and Public Administration
The Ohio State University	MPA	1993	Public Administration
The Presidential Management Fellowship (PMF), The U.S. Office of Management and Budget, The Executive Office of the President	Fellowship	1993-1995	National Institutes of Health (NIH), Office of the Director
Columbus State Community College	Certificate	2011	Health Information Technology Management (HITM)

A. PERSONAL STATEMENT

Robin Peth-Pierce, MPA, is the CEO and founder of Public Health Communications Consulting, LLC. Her training in public policy administration at The Ohio State University and her two-year Presidential Management Fellowship (the federal government's flagship federal leadership program) at the National Institutes of Health provided training in analyzing the impacts of local, state, and federal health and human services policies. For more than two decades, her work has focused on supporting researchers in federal agencies, non-profit organizations, and in university-based research settings to build a better science in children's mental health services research. She has also worked collaboratively with university-based research teams to translate their research findings for both parents and providers, with the goal of improving mental health outcomes for children and families.

She is currently the Communications Director of an NIMH-funded ALACRITY Center (Advanced Laboratories for Accelerating the Reach and Impact of Treatments for Youth and Adults with Mental Illness (ALACRITY), called IDEAS (P50MH11366201) at New York University. She also served as the Communications Director for the IDEAS Center predecessors, also NIMH-funded centers (Advanced Center, P50MH113662; Principal Investigators (PIs) Hoagwood and McKay, and the Developing Center, P20MH078178; PI's Hoagwood and McKay). In this communications role, she has been responsible for all of the Center's internal and external communications products, including multiple NIH (totaling \$35 million) and private foundation grant applications, editing and/or co-authoring peer-reviewed journal article submissions, website content development, and the development of both internal and external Center newsletters. She collaborated with Center PIs Hoagwood and McKay and Co-investigators Olin and Horwitz and other center colleagues over the last two decades on a variety of science writing projects, including the development of a set of clinical trial materials (e.g. recruitment ads, manuals) for several large NIMH or New York University funded interventions (e.g. STRONG MOM, Family-to-Family, The ROSE Project, Reining in AnxietyTM), which have tested innovative ways to improve the outcomes of youth with mental health disorders.

She has also served as the website content and design developer and editor for the Children's Technical Assistance Center, funded by New York State Office of Mental Health (PI, Hoagwood;

2010-2012), and has experience in writing for a wide range of non-profit and federal government clients (e.g. The National Institute of Mental Health, The National Institute of Child Health and Human Development, The World Federation for Mental Health, and [Kids First Parent Advocacy, Empowerment Through Theatre](#)), and has served on an NIH review panel for a large communications contract RFP, as well as a state-level review panel (Ohio) for Tobacco Control and Cessation.

- a. Hoagwood KE, Olin SS, Storfer-Isser AA, Kuppinger A, Shorter P, Wang NM, Pollock M, **Peth-Pierce R**, Horwitz S (2018). Evaluation of a train-the-trainers model for family peer advocates in children's mental health. *Journal of Child and Family Studies*, 27(4): 1130–1136.
- b. Hoagwood KE, Atkins M, Kelleher K, **Peth-Pierce R**, Olin S, Burns B, Landsverk J, McCue Horwitz S (2018). Trends in children's mental health services research funding by the National Institute of Mental Health from 2005 to 2015: A 42% reduction. *Journal of the American Academy of Child and Adolescent Psychiatry*, 57(1): 10-13.
- c. Hoagwood K, Atkins M, Horwitz S, Kutash K, Olin SS, Burns B, **Peth-Pierce R**, Kuppinger A, Burton, G, Shorter P, Kelleher K (2018). The threat to children's mental health from proposed federal budget cuts: A commentary on protecting policies and programs that promote collective efficacy. *Psychiatric Services*, 69(3): 268-273.
- d. Hoagwood KE, Purtle J, Spandorfer J, **Peth-Pierce R**, Horwitz SM (invited submission, October 2019). Dissemination/Implementation Science and Children's Mental Health Policy: Unexamined or Underperforming? *American Psychologist*.

B. POSITIONS AND HONORS

Positions and Employment

1999-2019 CEO, Public Health Communications Consulting, LLC.

Current and previous clients include:

New York University, Langone Medical Center, Langone Health (2012-)

The National Institute of Mental Health (NIMH)

The National Institute of Arthritis and Musculoskeletal and Skin Diseases

The Eunice Kennedy Shriver National Institute of Child Health and Human Development

Columbia University, The Research Foundation for Mental Health

The World Foundation for Mental Health

The State of Ohio, Tobacco Control and Cessation

Danya International, Inc.

The Child Mental Health Foundations and Agencies (FAN) Network

The Child Evidence-Based Practice Consortium

1996-1998 The National Institute of Child Health and Human Development (NICHD),
Public Affairs Specialist

1995-1996 National Heart, Lung and Blood Institute (NHLBI), Technology Transfer Specialist

1993-1995 The National Institutes of Health (NIH), Office of the Director, At-Large Presidential
Management Fellow (PMF)(legislation, communications, science policy, and budget and
grants and contracts rotations)

Honors

1993 Phi Beta Kappa

1993 Awarded Presidential Management Fellowship (PMF), an Executive Management
Training Program sponsored by the U.S. Office of Personnel Management (OPM),
Executive Office of the President

1998 National Institute of Child Health and Human Development, Directors Award

C. CONTRIBUTIONS TO SCIENCE

Ms. Peth-Pierce's contributions to the field of children's mental health services research have focused on translating research findings into easily understood content (written, oral, and online) that helps to translate scientific research evidence for three primary audiences: parents, policymakers, and clinicians. Content she has developed includes research on the access to and quality of children's mental health services, including family support services, quality indicators, and state and national cross-system policies to improve the effectiveness and efficiency of evidence-based mental health services provided in state public mental health systems. As such, she has worked to engage children's mental health services major stakeholders, including evidence-based practice treatment developers, families and family advocates, national mental health organizations, clinicians, clinic administrators, and state level policymakers, including cabinet-level state authorities, to disseminate research findings related family support services and quality indicators to improve youth mental health care in New York State and nationally.

1. The Implementation of Evidence-Based Research in Complex State Mental Health Systems.

Ms. Peth-Pierce has contributed to improving the implementation of evidence-based practices in state systems through two publications, both using case study approaches, to outline: (1) creative community collaborative partnerships to improve the quality of care provided in public mental health systems; (2) and establishing partnerships in state mental health systems to improve the implementation of evidence-based practices within these complex systems.

- a. **Peth-Pierce, R.**, Olin, S., Hoagwood, K.E., Jensen, P. (2010). Creative community collaborations: A research casebook and toolkit. In Hoagwood, K.E., Jensen, P.S., McKay, M., & Olin, S.S. (eds.) Children's Mental Health Research: The Power of Partnerships. Oxford Press: New York, NY.
- b. Hoagwood, K., **Peth-Pierce, R.**, Glaeser, E., Whitmyre, E., Shorter, P., Vardanian, M.M. (2017). Implementing evidence-based psychotherapies for children and adolescents within complex mental health systems. In Weisz, J. & Kazdin, A.E. (eds). Evidence-Based Psychotherapies for Children and Adolescents, Third Edition. Guilford Press: New York, NY.

2. Focus on Policy: State and Federal Policies' Impact on Children's Mental Health. Ms. Peth-Pierce's has served as the communications director on three of PI Hoagwood's NIMH-funded centers (P20MH078178; P30MH090322; and P50MH113662), which have featured a 14-year collaborative research partnership with the New York State Office of Mental Health. This long-time partnership has provided a naturalistic laboratory to study the implementation and dissemination of evidence-based practices (EBPs) for children and families. Two recent publications outline how State and Federal policies and budget allocations—both those within and outside of the traditional public mental health system— have significant impact on children's mental health and family outcomes; the third is landmark study documenting the impact of early child care on child and family outcomes.

- a. Hoagwood KE, Purtle J, Spandorfer J, **Peth-Pierce R**, Horwitz SM (invited submission, October 2019). Dissemination/Implementation Science and Children's Mental Health Policy: Unexamined or Underperforming? *American Psychologist*.
- b. Hoagwood, K.E., Atkins, M., Kelleher, K., **Peth-Pierce, R.**, Olin, S., Burns, B., Landsverk, J., McCue Horwitz, S. (2018). Trends in children's mental health services research funding by the National Institute of Mental Health from 2005 to 2015: A 42% reduction. *Journal of the American*

Academy of Child and Adolescent Psychiatry, 57(1):10-13. doi: 10.1016/j.jaac.2017.09.433.

- c. Hoagwood, K., Atkins, M., Horwitz, S., Kutash, K., Olin, S.S., Burns, B., **Peth-Pierce, R.**, Kuppinger, A., Burton, G., Shorter, P., Kelleher, K. The threat to children’s mental health from proposed federal budget cuts: A commentary on protecting policies and programs that promote collective efficacy. *Psychiatric Services*, 69(3): 268-273. doi: 10.1176/appi.ps.201700126.
- d. **Peth-Pierce, R.** (1999). *The NICHD Study of Early Child Care*. The National Institute of Child Health and Human Development: Bethesda, Maryland. Available online at <https://eric.ed.gov/?id=ED427882>

3. Publications on mental health disorders, evidence-based and emerging treatments, including family advocacy and family support, as well as innovative interventions, to improve youth and family outcomes. Ms. Peth-Pierce has written numerous brochures, publications, presentations, and online content geared toward closing the well-documented 17-year gap between research and practice. Publications include evidence-based family support services (provided by family peer advocates), emerging non-traditional therapies for youth with, or at-risk for, mental health problems, and online content applying family support principles to improve youth and family outcomes.

- a. Hoagwood, K. E., Olin, S. S., Storfer-Isser, A. A., Kuppinger, A., Shorter, P., Wang, N. M., Pollock, M., **Peth-Pierce, R.**, Horwitz, S. (2018). Evaluation of a train-the-trainers model for family peer advocates in children’s mental health. *Journal of Child and Family Studies*, 27(4): 1130–1136. Published online 2017 Dec 1. doi: 10.1007/s10826-017-0961-8
- b. Hoagwood K, Acri M, Morrissey M, **Peth-Pierce R.** Animal-assisted therapies for youth with or at risk for mental health problems: A systematic review. *Applied Developmental Science*. 2017; 21(1): 1-13.
- c. Online content and website design and development; examples include:
 - 1. The IDEAS Center (www.ideas4kidsmentalhealth.org)
 - 2. Empowerment through Theatre (<http://www.communicationthroughtheater.com/>)
 - 3. Kids First Parent Advocacy, LLC (<http://www.kidsfirstparentadvocacy.com>)
 - 4. Reining in Anxiety™ clinical trial manual design, development of Reining in Anxiety™ kids’ journal, and accompanying website content (www.reininginanxiety.com) and supplementary materials.

D. RESEARCH SUPPORT

Ongoing Support

P50MH113662 (Hoagwood & McKay, Pls) 05/21/2019 – 4/30/2023
Accelerator Strategies For States to Improve System Transformations Affecting Children, Youth and Families, aka The Center for the Implementation-Dissemination of Evidence-Based Practices in States (IDEAS). IDEAS, one of eight NIMH-funded ALACRITY Centers, is focused on improving the quality of state-delivered mental health care services to children and families by developing tools to better integrate research evidence into the policymaking process, and developing and testing innovative strategies for States to more effectively and efficiently care for their high-need, high-cost youth with serious mental health disorders
Role: Contractor (Director, Communications)

C008419 (Hoagwood), New York State Office of Mental Health 12/01/2015 - 11/30/2020
Evidence-Based Treatment Dissemination Center (EBTDC)

The EBTDG will provide training and consultation in evidence-based practices to service providers at public, child-serving mental health agencies across NYS.

Completed Support

P30MH090322 (Hoagwood & McKay, PIs)
NIMH

06/15/2012 - 04/30/2017

Advanced Center on Implementation and Dissemination of Evidence-based Practices Among States (IDEAS) The IDEAS Center focuses on advancing implementation science and improving the effectiveness and efficiency of large-scale State EBP quality improvements for children and families within public mental health systems.

Role: Contractor (Director, Communications and Outreach)

C-007542 (Hoagwood)
NYSOMH

01/01/2011 - 12/31/2016

Children's Technical Assistance Center (now called the Community Technical Assistance Center) The Children's Technical Assistance Center provides New York State's child-serving behavioral health care clinics with a set of technical assistance and training activities and tools that promote effective care through efficient practices.

Role: Contractor (Website Design and Communications Content)

P20MH078178 (Hoagwood)

09/15/2016 - 07/31/2012

Developing Center: Implementing Evidence-Based Practices For Children

The major goals of this project are to improve knowledge about effective ways to implement and sustain innovative clinical services for children within the State's mental health system.

Role: Contractor (Website Design and Communications Content)