

BIOGRAPHICAL SKETCH

NAME: Peth-Pierce, Robin

eRA COMMONS USER NAME: rpethpierce

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

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE <i>(if applicable)</i>	FIELD OF STUDY
Cleveland State University, College of Health, School of Social Work	MSW & VSW	Master's Social Work and Veterinary Social Work Certificate (VSW)
Columbus State Community College	Certificate	Health Information Management Technology (HIMT)
The Ohio State University, John Glenn College of Public Affairs	MPA	Public Policy & Administration
Executive Office of the President, The U.S. Office of Management and Budget, The Presidential Management Fellowship (PMF)	Fellowship	National Institutes of Health (NIH), Office of the Director
Miami University (Oxford, OH)	BA	Journalism and Public Administration

A. PERSONAL STATEMENT

Ms. Peth-Pierce provides comprehensive science writing and intensive research support to academic research teams to accelerate the speed of scientific discovery. Her master's-level coursework in public policy and public administration at The Ohio State University, and her two-year Presidential Management Fellowship at the National Institutes of Health (NIH) provided training and hands-on experience in all aspects of scientific research administration – including public affairs, legislation and policy, grants, contracting, budget and community engagement – at the nation's largest biomedical research enterprise. She has supported academic researchers in federal agencies, non-profit organizations, and in university-based research settings to obtain federal and philanthropic funding to build a better science in children's mental health services research, including improving the implementation and dissemination of evidence-based practices in complex child-serving state and local human services systems. She worked collaboratively with university-based research teams facilitating tasks across the research lifecycle, including translating the research findings to parents, clinical providers, and policymakers, with the goal of improving mental health outcomes for children and their families.

Ms. Peth-Pierce was the Communications Director of a National Institute of Mental Health (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; \$6.8 million) at New York University. She also served as the Communications Director for the IDEAS Center predecessors, also NIMH-funded centers (Advanced Center, P50MH113662; Developing Center, P20MH078178; Principal Investigators Kimberly Hoagwood, PhD, Professor, New York University (NYU), Department of Child and Adolescent Psychiatry (DCAP) and Mary McKay, PhD, Dean, Brown School of Social Work, Washington University). In this communications role, she was responsible for the Center's internal and external communications products, served as a writer/senior editor on multiple NIH and private foundation grant applications (totaling \$35 million over two decades), editing and/or co-authoring peer-reviewed journal article submissions, website content development, and the development of Centers' newsletters (internal/external). She collaborated with Center

Pls Hoagwood and McKay and Co-investigators Serene Olin, PhD, and Sarah Horwitz, PhD and other center colleagues over the last two decades on a variety of science writing projects, including the development of clinical trial materials (e.g. recruitment, manuals) for several large NIMH or New York University funded interventions (e.g. STRONG MOM, Family-to-Family, The ROSE Project, Reining in Anxiety), which have tested innovative ways to improve the outcomes of youth with mental health disorders.

Ms. Peth-Pierce's recent work (2019 –) has expanded into social work and has focused on developing innovative and collaborative partnerships and programming at the intersection of the human-animal bond, including community-based veterinary social work, with the goal of improving human well-being while simultaneously promoting animal welfare. In 2019, she merged her two decades of expertise in translating scientific research in children's mental health with her passion and appreciation of the strength of the human-animal bond, beginning to work in the emerging field of veterinary social work and working towards a master's degree in social work. After co-authoring a paper on animal-assisted interventions (Hoagwood et al., 2017), under the direction of PI Hoagwood at NYU, she facilitated a research partnership between New York University, the Department of Child and Adolescent Psychiatry – and Fieldstone Farm Therapeutic Riding Center, one of the largest Professional Association of Therapeutic Horsemanship (PATH)-accredited therapeutic riding centers in North America (Chagrin Falls, Ohio). In this role, she held several responsibilities in facilitating the implementation of an IRB-approved clinical trial, "Reining in Anxiety," an adaptive riding intervention aimed at reducing anxiety in youth. Responsibilities included designing the provider training manuals and materials and clinical trial recruitment materials for parents; conducting the fidelity assessment of the delivery of the intervention by therapeutic riding instructors; the identification of a novel methodology for the collection of equine saliva; and the collection of human saliva and horse saliva from human and horse study participants.

Most recently, in 2025, she completed her Master's in Social Work (MSW), with an additional certification in veterinary social work (VSW). Her 900 hours of clinical fieldwork were conducted across four organizations: (1) **Gaitway High School** (Educational Service Center of the Western Reserve, Supervisor, Kathy Schmelzer, social worker), an alternative school embedded within Fieldstone Farm Therapeutic Riding Center, where she assisted in facilitating both skills groups and working one-one-one with students; (2) **Fieldstone Farm Therapeutic Riding Center** (Chagrin Falls, Ohio; Supervisor Aviva Vincent) therapeutic programming, where she assisted in facilitating a range of programming for children through adults (including the veterans population), and the implementation of the New York University-funded clinical trial, Reining in Anxiety (see above); (3) **The University of New England, Department of Occupational Therapy** (Supervisor, Jennie Dapice), where she co-authored the PATS protocol with Dapice (Professionalizing Animal Therapy in Schools), resulting in the successful submission to and publication of the PATS protocol [by Purdue University Press](#) (forthcoming March 2026), which is an implementation guide to assist K-12 staff in more safely, effectively, and humanely implementing school-based therapy dog programs; (4) **Neighborhood Pets Outreach and Resource Center** (Supervisor, Siobhan Linville), a low-cost veterinary wellness and resource center helping people and their pets in Cleveland's Slavic Village neighborhood, where she focused on identifying client's *human needs* and developing organizational strategies to meet these needs, as well as writing communications products that elevated the organization's work, including their nomination and subsequent award at a national level, by the Human Animal Bond Research Institute (HABRI)(August 2025).

Her volunteer work has also expanded to include participating in invited and volunteer board member roles. She served as the invited Director of Partnerships on the inaugural board of the International Association of Veterinary Social Work (IAVSW), where she facilitated a collaborative partnership with the American Animal Hospital Association (AAHA), a large national veterinary association, with the goal of working towards incorporating the principles of veterinary social work into animal hospital standards of practice. She also currently also sits on the Ohio State University Farm to Early Care and Education Coalition (2022-), whose mission is to insure that all children, 0-5, have access to healthy and nutritious food in their childcare settings and at home, and this is not disproportionately determined by race, income level, education level and knowledge about nutritious food and how to prepare food, childcare type, or home address in the state of Ohio. Finally, she begins a term as a board member of the Purdue University Parent and Family Connections Board

in Spring 2026, where she will contribute her expertise in building community, mental health and family well-being, and throughout this work, infuse where possible, programming that both leverages and maintains the power of the human-animal connection.

Relevant publications that reflect her overall expertise in developing communications products to influence local, state, and federal policymaking and educational systems to improve child and family health and mental health outcomes, and creating partnerships that promote the delivery of animal-assisted mental health services in trusted, known, and naturalistic settings include:

- a. **Dapice, J. & Peth-Pierce, R** (forthcoming, 2026). *Therapy Dogs in Schools: An Evidence-Based Protocol for Best Practice*. New Directions in the Human-Animal Bond. Purdue University Press.
- b. Vincent, A. & **Peth-Pierce, R.** (2023). Around the Arena: Equine-Assisted Services' Foundation in Understanding Human-Horse Interactions. In Eds, Fine, A.H., Mueller, M.K., Ng, Z.Y., Beck, A.B., Peralta, J.M. [*The Routledge International Handbook on Animal Assisted Interactions, Interventions, and Anthrozoology*](#). 1st Edition, NY.
- c. Hoagwood, K., Vincent, A., Acri, M., Morrissey, M., Seibel, L., Guo, F., Flores, C., Seag, D., **Peth - Pierce, R.**, Horwitz, S. (2022). Reducing Anxiety and Stress among Youth in a CBT-Based Equine-Assisted Adaptive Riding Program. *Animals*, 12(19): 2491. 2491. <https://doi.org/10.3390/ani12192491>.
- d. Seibel, L., Seag DEM, Guo F, Morrissey M, **Peth-Pierce R**, Acri M, Hamovitch EK, Horwitz S, Hoagwood KE. (2021). Adaptive Riding Incorporating Cognitive Behavioral Elements for Youth with Anxiety: Fidelity Outcomes. *Human-Animal Interaction Bulletin*. CABI International. <https://www.cabidigitallibrary.org/doi/10.1079/hai.2021.0035>.
- e. Hoagwood, K., Acri M., Morrissey, M., **Peth-Pierce, R.** (2017). Animal-assisted therapies for youth with or at risk for mental health problems: A systematic review. *Applied Developmental Science*, 21(1): 1-13. doi: [10.1080/10888691.2015.1134267](https://doi.org/10.1080/10888691.2015.1134267).

B. POSITIONS AND HONORS

Positions and Employment

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

Clients include, chronologically:

Purple Skies Farm, LLC

Ohio Farm to School, Early Care and Education Initiative

National Committee for Quality Assurance (NCQA)

New York University, Langone Medical Center, Langone Health

Columbia University, Department of Psychiatry, and Research Foundation for Mental Health

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

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, Presidential Management Fellow

Board Positions

2022-2024 The Farm to Early Care and Education Coalition (The Ohio State University)

2022-2023 The Full Life Center, Board Member, Strategic Communications/Partnerships

2020-2022 International Association of Veterinary Social Work, Inaugural Board, Director, Partnerships

2020-2021 National Association of Social Workers, Student Board Member

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

C. CONTRIBUTIONS TO SCIENCE

Ms. Peth-Pierce has contributed to the field of children’s mental health services research by translating mental health research (youth) findings into easily understood content (written, oral, and online) for three primary audiences: parents, providers, and policymakers. Content developed includes research on the access to and quality of children’s mental health services, including implementation of family support services, indicators of quality care, 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, and disseminate research findings to improve youth mental health care in New York State and nationally.

1. 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. Hoagwood KE, Kelleher K, Counts N, Brundage S and **Peth-Pierce R** (2021). Preventing Risk and Promoting Young Children’s Mental, Emotional, and Behavioral Health in State Mental Health Systems. *Psychiatric Services*, 72(3):311-316. PMID: 33167817. [DOI: 10.1176/appi.ps.202000147](https://doi.org/10.1176/appi.ps.202000147).
- 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
- c. **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.

2. Focus on Policy: State and Federal Policies’ Impact on Children’s Mental Health. Ms. Peth-Pierce served as the communications director on three of PI Hoagwood’s NIMH-funded centers (P20MH078178; P30MH090322; and P50MH113662), which have featured a 15-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. Several recent publications outline how federal and state policies and budget allocations—both those within and outside of the traditional public mental health system—have a significant impact on children’s mental health and family outcomes; the last publication translates the scientific findings from a landmark study on the impact of early child care on child and family outcomes.

- a. Cervantes, P. E., Matheis. M., Estabillo. J., Seag. D. E. M., Nelson. K. L., **Peth-Pierce. R.**, Hoagwood, K. E., Horwitz, S. M. (2021). Trends Over a Decade in NIH Funding for Autism Spectrum Disorder Services Research. *J Autism Dev Disorder*, 51(8):2751-2763. [doi: 10.1007/s10803-020-04746-3](https://doi.org/10.1007/s10803-020-04746-3).
- b. Hoagwood, K.E., Purtle, J., Spandorfer, J., **Peth-Pierce, R.** & Horwitz, S. M. (2020). Aligning dissemination and implementation science with health policies to improve children's mental health. *The American*

Psychologist, 75(8), 1130–1145. <https://doi.org/10.1037/amp0000706>

- c. 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](https://doi.org/10.1016/j.jaac.2017.09.433).
- d. Hoagwood, K. E., Atkins, M., Horwitz, S., Kutash, K., Olin, S. S., Burns, B., **Peth-Pierce, R.**, Kuppinger, A., Burton, G., Shorter, P., & Kelleher, K. J. (2018). A Response to Proposed Budget Cuts Affecting Children's Mental Health: Protecting Policies and Programs That Promote Collective Efficacy. *Psychiatric services (Washington, D.C.)*, 69(3), 268–273. <https://doi.org/10.1176/appi.ps.201700126>
- e. **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, innovate methodologies to assess animal welfare, and online content applying family support principles to improve youth and family outcomes.

- a. Vincent, A., **Peth-Pierce, R.**, Morrissey, M. A., Acri, M. C., Guo, F., Seibel, L., & Hoagwood, K. E. (2021). [Evaluation of a Modified Bit Device to Obtain Saliva Samples from Horses](#). *Veterinary Sciences*, 8(10), 232.
- b. Seibel, L. F., **Peth-Pierce, R.**, & Hoagwood, K. E. (2021). Revisiting caregiver satisfaction with children's mental health services in the United States. *International journal of mental health systems*, 15(1), 71. <https://ijmhs.biomedcentral.com/articles/10.1186/s13033-021-00493-9>.
- c. Hoagwood, K. E., Olin, S. S., Storer-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. DOI: [10.1007/s10826-017-0961-8](https://doi.org/10.1007/s10826-017-0961-8).
- d. 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. doi: DOI: [10.1080/10888691.2015.1134267](https://doi.org/10.1080/10888691.2015.1134267)
- e. Translation of scientific research to online content and website design and development:
 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, homework journal, supplementary materials and website content and design (www.reininginanxiety.com)
 5. The Bay Village Tree Conservancy (www.bvtrees.org)

D. RESEARCH and CONTRACT SUPPORT

Completed Support

Farm to School Early Care and Education Initiative Coalition 07/15/2022 – present
Serve in an advisory role on the *Early Care and Education (ECE)* Coalition, providing perspective of the small farmer and 4-H youth development and workforce, on the uptake of farm-to-school programming in early care settings, during virtual monthly meetings and an annual face-to-face meeting.

Ohio Farm to School (American Public Health Association Grant), 07/15/2022 – 07/15/2023
Early Care and Education Initiative. Farm to early care and education (farm-to-ECE) offers increased access to local food sourcing, school gardens and food and agriculture education to enhance the quality of the

educational experience in all types of ECE settings (e.g., preschools, childcare centers, family childcare homes, Head Start/Early Head Start, programs in K – 12 school districts). Creation of marketing materials to support the recruitment of farmers/producers and ECE's to complete survey; planned and implemented on-the-ground visits that linked local farmers and producers with early care and education organizations.

Role: Contractor

The National Committee on Quality Assurance (NCQA)

02/24/22 – 05/31/2022

Behavioral health (BH) is a priority domain for NCQA, and in 2021, NCQA published a white paper describing a new behavioral health framework for quality measurement. Contract included the creation of content (proposal drafts, slide decks, infographics) for pitching the BH Network Adequacy proposal to potential funders.

Role: Contractor

The National Committee on Quality Assurance (NCQA)

08/21/21 – 11/30/21

Creation of content to facilitate NCQA national webinar on the Behavioral Health Quality Framework, attended by over 1,000 behavioral health professionals. Grant-writing and communications products to facilitate external funding to improve measures and metrics to assess Behavioral Health network adequacy.

Role: Contractor

P50MH113662 (Hoagwood & McKay, Pls)

05/21/2019 – 6/30/2021

National Institute of Mental Health (NIMH)

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 and Stakeholder Engagement)

C008419 (Hoagwood)

12/01/2015 - 11/30/2020

New York State Office of Mental Health (NYSOMH)

Evidence-Based Treatment Dissemination Center (EBTDC)

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

Role: Contractor (Director, Communications)

P30MH090322 (Hoagwood & McKay, Pls)

06/15/2012 - 04/30/2017

National Institute of Mental Health (NIMH)

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)

01/01/2011 - 12/31/2016

New York State Office of Mental Health (NYSOMH)

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)

07/31/2012 - 09/15/2016

National Institute of Mental Health (NIMH)

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)