

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 (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 Tech Management (HITM)
University of Tennessee, Veterinary Human Support Certificate Program	VSW	Ongoing	Veterinary Social Work

A. PERSONAL STATEMENT

Robin Peth-Pierce is the CEO and founder of Public Health Communications Consulting (PHCC), LLC.

For over two decades, Ms. Peth-Pierce has provided comprehensive science writing and intensive research support to research teams to accelerate the speed of scientific discovery. Her master's-level coursework in public policy 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 at the nation's largest biomedical research enterprise, including public affairs, legislation and policy, grants, contracting, budget and community engagement. For over two decades, her work has focused on supporting 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 child-serving state and local human services systems. She has also worked collaboratively with university-based research teams to translate their 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 has been responsible for the Center's internal and external communications products, has served as a writer and 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 both internal and external Center newsletters. She has

collaborated with Center PIs Hoagwood and McKay and Co-investigators Serene Olin, PhD (Assistant Vice President, National Committee for Quality Assurance, and Sarah Horwitz, PhD (Professor, NYU, DCAP) 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.

Some of her current work is focused on developing creative collaborative partnerships and programs that leverage the power of the human-animal bond to improve child and family well-being and delivering services that attend to the human needs at the intersection of human-animal work. In 2019, she merged her expertise in the translation of research for parents, providers and policymakers with her passion for, and appreciation of, the strength of the human-animal bond, and began pursuing professional certifications in the expanding field of veterinary social work. In 2019, she initiated a research partnership between New York University, Department of Child and Adolescent Psychiatry, and Fieldstone Farm, one of the largest Professional Association of Therapeutic Horsemanship (PATH)-accredited therapeutic riding centers in North America. In this role, she helped to facilitate the implementation of a pilot clinical trial, "Reining in Anxiety," an adaptive riding intervention aimed at reducing anxiety in youth. In this role she designed the provider training manuals and materials, clinical trial recruitment materials for parents, assessed fidelity in the delivery of the intervention, and assisted in the collection of saliva from study participants. She also served as the Director of Partnerships on the inaugural board of the International Association of Veterinary Social Work (IAVSW), where she facilitated a collaborative partnership with a large national veterinary association, with the goal of working towards incorporating the principles of veterinary social work into everyday animal hospital practice.

Relevant publications that reflect this overall expertise in using state and federal policy as a lever to improve child and family health and mental health outcomes, and creating partnerships that promote the delivery of animal-assisted services in trusted, known, and naturalistic settings include:

- 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. <https://doi-org.ezproxy.med.nyu.edu/10.3390/vetsci8100232>
- 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://doi-org.ezproxy.med.nyu.edu/10.1186/s13033-021-00493-9>.
- c. Hoagwood KE, Purtle J, Spandorfer J, **Peth-Pierce R** & Horwitz SM (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>
- d. Hoagwood KE, Kelleher K, Counts N, Brundage S and **Peth-Pierce R** (2020). Preventing Risk and Promoting Young Children's Mental, Emotional, and Behavioral Health in State Mental Health Systems. *Psychiatric Services*. E-pub ahead of print 10 Nov 2020<https://doi-org.ezproxy.med.nyu.edu/10.1176/appi.ps.202000147>.
- e. 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: 10.1080/10888691.2015.1134267.

B. POSITIONS AND HONORS

Positions and Employment

1999- CEO, Public Health Communications Consulting, LLC
Clients include:
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, The 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
(PMF)

Board Positions

2020-2022 Director, Partnerships, International Association of Veterinary Social Work (IAVSW)

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'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) for three primary audiences: parents, providers, and policymakers. 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, 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** (2020). Preventing Risk and Promoting Young Children's Mental, Emotional, and Behavioral Health in State Mental Health Systems. *Psychiatric Services*. E-pub ahead of print 10 Nov 2020<https://doi-org.ezproxy.med.nyu.edu/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 has 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 significant impact on children’s mental health and family outcomes; the last is a landmark study documenting 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. Trends Over a Decade in NIH Funding for Autism Spectrum Disorder Services Research [published online ahead of print, 2020 Oct 10]. *J Autism Dev Disord.* 2020;10.1007/s10803-020-04746-3. doi: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.
- 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, 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. <https://doi-org.ezproxy.med.nyu.edu/10.3390/vetsci8100232>
- 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://doi-org.ezproxy.med.nyu.edu/10.1186/s13033-021-00493-9>.
- c. Hoagwood, K. E., Olin, S. S., Storf-Isler, 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
- 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: 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)

D. RESEARCH and CONTRACT SUPPORT

Current Support

Ohio Farm to School, Early Care and Education Initiative

07/15/2022 - present

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, child care centers, family child care homes, Head Start/Early Head Start, programs in K – 12 school districts). Creation of content and on-the-ground visit to link local farms/producers with early care and education settings.

Completed Support

The National Committee on Quality Assurance

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 creation of content (proposal drafts, slide decks, infographics) for pitching BH Network Adequacy proposal to potential funders.

The National Committee on Quality Assurance

08/21/21 – 12/31/2021

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)