



WEBINAR GUEST BIOS

How public health can navigate communications challenges

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Dr. Julie Sweetland is a sociolinguist and a senior advisor at FrameWorks Institute, a nonprofit that equips change-makers to lead productive public conversations on scientific and social issues. FrameWorks' unique approach to communications research shapes public discourse across the nation and around the world. Their impact was recognized in 2015 with the MacArthur Award for Creative and Effective Institutions, otherwise known as the "organizational genius grant."

Since joining FrameWorks in 2012, Dr. Sweetland has designed and led strategic reframing initiatives on issues including climate change and childhood adversity. Since 2017, she has worked primarily with the public health sector, bringing the science and strategy of framing to health topics like tobacco control, maternal mortality, and childhood immunization. Her skill in translating framing research into communication strategy has helped advocates, policymakers, and scientists drive social change. Dr. Sweetland is a first-generation college student, a graduate of Georgetown University, and earned her M.A. and Ph.D. degrees in linguistics at Stanford University.



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Jeff Niederdeppe is the Liberty Hyde Bailey Professor of Communication in the College of Agriculture and Life Sciences, and Senior Associate Dean of Faculty and Research in the Jeb E. Brooks School of Public Policy at Cornell University. He is a founding co-director of the Collaborative on Media and Messaging (COMM) for Health and Social Policy (commhsp.org) and associate director of the Cornell Health Policy Center. Niederdeppe's research examines the content and effects of mass media campaigns, strategic messages, news, and social media in shaping health and social

policy. His work has appeared in communication, public health, health policy, and medical journals, and his research has been funded in recent years by the National Institutes of Health, National Science Foundation, U.S. Department of Agriculture, U.S. Environmental Protection Agency, and the Robert Wood Johnson Foundation.