

# 2010 Current Fiscal Year Report: Board of Scientific Counselors, National Center for Health Marketing

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## 1. Department or Agency

Department of Health and Human Services

## 2. Fiscal Year

2010

## 3. Committee or Subcommittee

Board of Scientific Counselors, National Center for Health Marketing

## 3b. GSA Committee No.

33550

## 4. Is this New During Fiscal Year?

No

## 5. Current Charter

11/05/2009

## 6. Expected Renewal Date

11/05/2011

## 7. Expected Term Date

## 8a. Was Terminated During FiscalYear?

Yes

## 8b. Specific Termination Authority

## 8c. Actual Term Date

08/16/2010

## 9. Agency Recommendation for Next FiscalYear

Terminate

## 10a. Legislation Req to Terminate?

No

## 10b. Legislation Pending?

Enacted

## 11. Establishment Authority Agency Authority

## 12. Specific Establishment Authority

42 U.S.C. 217a

## 13. Effective Date

11/17/1962

## 14. Committee Type

Continuing

## 14c. Presidential?

No

## 15. Description of Committee Scientific Technical Program Advisory Board

## 16a. Total Number of Reports

No Reports for this FiscalYear

## 17a. Open Meetings and Dates 1 17b. Closed Meetings and Dates 0 17c. Partially Closed Meetings and Dates 0 17d. Total Meetings and Dates 1

### Purpose

The agenda included a discussion of the recent organizational changes at CDC, specifically presentations on the vision, mission, goals and organizational structure of the new Office of Communications; discussions on program activities, including scientific programs, that will enable the board to provide recommendations and advice on the future course for health communications and marketing at CDC; and a discussion of focus areas and new ideas to implement and expand health marketing science at CDC.

### Start

### End

02/25/2010 - 02/26/2010

## Number of Committee Meetings Listed: 1

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	\$3,750.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$148,509.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$6,798.00	\$0.00

<b>18b(2). Travel and Per Diem to Federal Members</b>	\$0.00	\$0.00
<b>18b(3). Travel and Per Diem to Federal Staff</b>	\$0.00	\$0.00
<b>18b(4). Travel and Per Diem to Non-member Consultants</b>	\$0.00	\$0.00
<b>18c. Other(rents,user charges, graphics, printing, mail, etc.)</b>	\$4,625.00	\$0.00
<b>18d. Total</b>	\$163,682.00	\$0.00
<b>19. Federal Staff Support Years (FTE)</b>	1.30	0.00

**20a. How does the Committee accomplish its purpose?**

The Board of Scientific Counselors, National Center for Health Marketing (NCHM) advises the Secretary, HHS, and the Director, CDC, on strategies and goals for the programs and research within the national center. The board accomplishes its purpose by conducting at least two meetings per year to provide recommendations to the National Center, and collaborates with NCHM to apply solid science and evidence-based research and practice as the cornerstone of health marketing and health communications activities in order to improve its program.

**20b. How does the Committee balance its membership?**

The board consists of nine members, with expertise and knowledge in the fields of marketing and communication research; marketing and communication practice; public health partnerships; and social and behavioral science. The board also seeks racial, ethnic, and geographical balance in its membership.

**20c. How frequent and relevant are the Committee Meetings?**

The board met once during Fiscal Year (FY) 2010 due to the CDC reorganization. The meeting provided a forum for the board to exchange information and expertise in the health marketing arena, and discuss the direction of future activities at CDC.

**20d. Why can't the advice or information this committee provides be obtained elsewhere?**

Expert advice and guidance by the BSC assisted the national center in reframing CDC's health marketing and health communications portfolio to focus on individual empowerment and control of health. Advice from this Board contributed significantly to program activities and assisted the national center with strategic planning.

**20e. Why is it necessary to close and/or partially closed committee meetings?**

N/A

**21. Remarks**

No formal reports are required for this board.

## Designated Federal Officer

Dogan Eroglu Associate Director for Science

Committee Members	Start	End	Occupation	Member Designation
Aguirre-Molina, Marilyn	03/08/2008	07/01/2012	Professor of Public Health, Deputy Executive Officer, Health Sciences Doctoral Programs, The graduate Center, The City University of New York	Special Government Employee (SGE) Member
Ahern, David	02/06/2008	07/01/2010	Brigham and Women's Hospital	Special Government Employee (SGE) Member
Bagozzi, Richard	02/07/2008	07/01/2011	Ross School of Business at University of Michigan	Special Government Employee (SGE) Member
Cassady, Diana	03/03/2008	07/01/2011	University of California-Davis, Department of Public Health Sciences	Special Government Employee (SGE) Member
DeBuono, Barbara	02/11/2008	07/01/2010	Visiting Professor, Department of Health Services Management and Leadership and Global Health, George Washington University, School of Public Health and Health Services	Special Government Employee (SGE) Member
Grier, Sonya	02/01/2008	07/01/2010	American University, Kogod School of Business	Special Government Employee (SGE) Member
Nichols, Donna	03/03/2008	07/01/2012	Michael and Susan Dell Center for Advancement of Healthy Living	Special Government Employee (SGE) Member
Smith, William	02/06/2008	07/01/2012	Executive Vice President Emeritus, Academy for Educational Development	Special Government Employee (SGE) Member
Viswanath, Kasisomayajula	02/05/2008	07/01/2011	Harvard University, Harvard School of Public Health	Special Government Employee (SGE) Member

**Number of Committee Members Listed: 9**

## Narrative Description

The Board of Scientific Counselors, National Center for Health Marketing, advises the Secretary, HHS, and the Director, CDC, with strategies and goals for the programs and research within the national center. The Board conducts peer-review of scientific programs and monitors the overall strategic direction and focus of the national center. The board performs second-level peer review of applications for grants-in-aid for research and research training activities, cooperative agreements, and research contract proposals

relating to the broad areas within the national center.

**What are the most significant program outcomes associated with this committee?**

Checked if Applies

- Improvements to health or safety
- Trust in government
- Major policy changes
- Advance in scientific research
- Effective grant making
- Improved service delivery
- Increased customer satisfaction
- Implementation of laws or regulatory requirements
- Other

**Outcome Comments**

**What are the cost savings associated with this committee?**

Checked if Applies

- None
- Unable to Determine
- Under \$100,000
- \$100,000 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 - \$5,000,000
- \$5,000,001 - \$10,000,000
- Over \$10,000,000
- Cost Savings Other

**Cost Savings Comments**

N/A

**What is the approximate Number of recommendations produced by this committee for the life of the committee?**

4

**Number of Recommendations Comments**

The BSC made recommendations to the national center in order to strengthen and/or refine its programmatic activities. The recommendations addressed the following: that

CDC should play a key role in the important field of health policy communication; the need for CDC to prioritize its health marketing and communication science activities due to the cross-cutting nature of these projects and the lack of resources; and that CDC should evaluate its health marketing portfolio and focus on priority areas as opposed to a broad range of activities.

**What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?**

50%

**% of Recommendations Fully Implemented Comments**

At the recommendation of the Board, CDC will continue to focus on and participate in meaningful health marketing activities, including the Healthiest Nations Alliance and CDC's four agency-wide health protection goals.

**What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?**

25%

**% of Recommendations Partially Implemented Comments**

Due to input from the board, the national center created a solid body of health marketing and communication research; established a solid organizational structure and obtained external guidance; and initiated a new health literacy project.

**Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?**

Yes  No  Not Applicable

**Agency Feedback Comments**

The national center provided reports to the BSC regarding the status of the recommendations.

**What other actions has the agency taken as a result of the committee's advice or recommendation?**

Checked if Applies

- Reorganized Priorities
- Reallocated resources
- Issued new regulation
- Proposed legislation

Approved grants or other payments

Other

### Action Comments

N/A

**Is the Committee engaged in the review of applications for grants?**

No

### Grant Review Comments

No grant reviews were conducted.

**How is access provided to the information for the Committee's documentation?**

Checked if Applies

Contact DFO

Online Agency Web Site

Online Committee Web Site

Online GSA FACA Web Site

Publications

Other

### Access Comments

Regualr e-mail communication and conference calls. A briefing book was created to provie a summary of the last three meetings combined.