

Peter J. Costa, MPH, MCHES  
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## EDUCATION

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**Master of Public Health – Community Health Education** **2005**  
East Stroudsburg University of Pennsylvania (CEPH Accredited)

**Bachelor of Science** **2002**  
East Stroudsburg University of Pennsylvania

## PROFESSIONAL CERTIFICATION

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**Master Certified Health Education Specialist (MCHES)** **2011**  
National Commission for Health Education Credentialing, Inc

**ICS/National Incident Management System (IS100/200/300/400/700/800)** **2006**  
Emergency Management Institute, Federal Emergency Management Agency

**Certified Health Education Specialist (CHES)** **2004**  
National Commission for Health Education Credentialing, Inc

## EMPLOYMENT HISTORY

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**Associate Executive Director** **May 15-Present**  
**One Health Commission, Apex, North Carolina**

- Advocating for a multi-disciplinary vision of One Health through communications and marketing, partner development and stakeholder engagement. The One Health Commission is a globally focused organization dedicated to promoting improved health of people, domestic animals, wildlife, plants and the environment.

**Adjunct Lecturer, Health, Medicine & Society Department** **Dec 13-Present**  
**Lehigh University, Bethlehem, PA**

- Peer Health Adviser Training (HMS 197)
  - This applied course explores student health at Lehigh University and focuses on the development, implementation and evaluation of prevention strategies designed to make Lehigh a healthy and safe living, learning community by exploring student health-related data, examining campus-wide priority student health issues and developing evidence-based interventions. Peer Health Advisers are trained to provide peer-to-peer support, advice, resources and programming to promote healthy behaviors. Students completing the course are subsequently eligible to serve as Peer Health Advisers.

**Director, Health Advancement & Prevention Strategies  
Lehigh University, Bethlehem, PA**

**Oct 12-Present**

- Setting a campus-wide agenda to advance the health of Lehigh students
  - Determining priority of student health issues and developing and implementing a high-level strategic plan with measureable goals and quantitative targets that fully coordinates all prevention-related efforts
  - Linking prevention goals to Lehigh's core competencies for student learning and personal development
  - Serving as a spokesperson for health-related prevention efforts at Lehigh University
- Engaging a broad range of multidisciplinary partners to work together as a community to create a safe living and learning environment and healthy student body at Lehigh University
  - Advocating for a shared vision of health as the responsibility of all members of the campus community
  - Developing interdisciplinary campus partnerships that advance the strategic plan for prevention
  - Identifying and mobilizing stakeholders for collective action to create safe living and learning environments
- Designing prevention activities that address priority student health issues
  - Conducting population-based assessments of health status, needs and assets
  - Designing prevention activities that are grounded in theoretical frameworks and public health planning models such as the Socioecological Framework
  - Implementing evidence-informed prevention activities that are population-focused
- Establishing assessment protocols to monitor progress over time and communicating results to key stakeholders
  - Regularly implementing the National College Health Assessment to stay abreast of current and emerging health-related concerns on campus
  - Using accepted quantitative and qualitative methods to further assess campus health issues and analyze data using statistical methods
  - Writing manuscripts, preparing reports and disseminating findings to key stakeholders
- Directing the Health Advancement & Prevention Strategies Office
  - Managing administrative staff, students and volunteers
  - Supervising, hiring/terminating and implementing organizational structure
  - Managing the budget and all budget reports
  - Securing external grant funds for research and other projects

**Contractor (IPA), Division of Healthcare Quality Promotion  
U.S. Centers for Disease Control and Prevention, Atlanta, GA**

**Nov 14-May 15**

- Assisting the Centers for Disease Control and Prevention (CDC) with ensuring all frontline health care providers and facilities in the United States are trained to appropriately manage a patient with Ebola by developing and delivering a training curriculum that increases awareness of proper protocols and procedures; ensures adherence to basic infection control; and increases competency with appropriate use of personal protective equipment.

**Director, Education and Outreach**  
**Global Alliance for Rabies Control, Manhattan, KS**

**Sep 07-Oct 12**

- Led the development, implementation, management and evaluation of international health education, outreach and communication activities for the non-profit Global Alliance for Rabies Control
- Managed the largest rabies communications campaign, World Rabies Day, across 150 countries
- Developed strategic and integrated communications plans and educational outreach activities
- Directed the development, testing and dissemination of audience appropriate messaging and resources
- Liaised with international health agencies to design and implement impactful health communications
- Utilized open-source, electronic and social media technologies for equitable health education
- Provided expert consultation on health communications to Ministries of Health and Agriculture
- Promoted inter-sectoral collaboration and community-based participation in program design
- Guided the process, impact and outcome evaluation of communications and marketing programs
- Utilized quantitative and qualitative mixed-method research design for audience research
- Administered, monitored and evaluated multi-country funding proposals, contracts and grants
- Managed a cross-continental team of contractors, subject matter experts, advisers and volunteers
- Conveyed the programmatic direction of Global Alliance for Rabies Control to key stakeholders
- Represented Global Alliance for Rabies Control at meetings, conventions and field assignments

**Public Health Educator III, Division of Public Health**  
**North Carolina Department of Health and Human Services, Raleigh, NC**

**Feb 07-Dec 07**

- Led the development and implementation of community-based health promotion and exposure prevention awareness programs for environmental hazards having the potential to harm public health
- Provided technical health education assistance to community leaders, health authorities and the public by planning and implementing focus/small group sessions and conducting individual, organizational and community health assessments
- Planned, implemented and evaluated community-based health education programs
- Communicated health risk information through various print and electronic media sources such as brochures, fact sheets, presentations, seminars, public availability sessions and web sites
- Developed the “*Ciguatera, Scombroid & Amnesic Shellfish Poisoning Marine Toxin*” poster

**Public Health Epidemiologist I, Division of Public Health**  
**North Carolina Department of Health and Human Services, Raleigh, NC**

**Jan 05-Feb 07**

- Developed and implemented an epidemiological surveillance protocol to detect the release of a chemical agent having the potential to harm the public health
- Interviewed, collected and analyzed data from subjects exposed to dangerous environmental contaminants such as chemical pesticides, toxins in drinking water and various heavy metals
- Utilized principles of public health surveillance, research study design, biostatistics, general medicine, toxicology, industrial hygiene and radiation science
- Directed educational efforts on environmental emergency response
- Deployed as a field epidemiologist in response to environmental emergencies
- Served as liaison to CDC/ATSDR, EPA and other state/federal response partners
- Served as a subject matter expert for chemical or radiological related issues

- Conducted staff assessments and developed/implemented a preparedness-based workforce training curriculum in preparation for Project Public Health Ready
- Assisted in community outreach and educational efforts with local non-governmental organizations such as daycare facilities, schools and local health care providers
- Designed the “*Bioterrorism Patient Surveillance Pamphlet*”

## **SPECIAL PROJECTS**

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- Conducted 1<sup>st</sup> International Who’s Who in One Health webinar connecting physicians, veterinarians and public health professionals. (Nov 14). Recordings: [www.onehealthcommission.org/globalwebinar](http://www.onehealthcommission.org/globalwebinar)
- Conducted 18-hour, inter-continental rabies webinar for ~25,000 participants from 83 countries (Sep 11). Recording available at: <http://www.worldrabiesday.org/EN/Events/wrd-webinar.html>
- Fellowship, Guest Researcher in Poxvirus and Rabies Branch at Centers for Disease Control and Prevention (CDC). WHO Collaborating Center for Reference and Research on Rabies (Jun 11).
- Conducted first ever 12-hour, inter-continental rabies webinar for 2000 participants from 34 countries (Sep 10). Recording available at: <http://www.worldrabiesday.org/EN/Events/wrd-webinar.html>
- Narrated seven segment series on rabies entitled “Understanding Rabies” discussing how rabies is transmitted, which animals are most likely to be rabid, symptoms and diagnoses, prevention measures and medical advancements (Aug 10). <https://www.youtube.com/user/worldrabiesday>
- Assisted in public availability sessions/community health education campaign for toluene diisocyanate (TDI) study in Hickory and Asheboro, N.C. (May - Sep 07)
- Conducted indoor environmental sampling, evaluations and public health risk communications following the explosion at The EQ Company in Apex, N.C. (Oct 06). Report available at <http://www.epi.state.nc.us/epi/pdf/Apexindoorresults.pdf>
- Led a public health assessment team in Jackson, Mississippi to conduct an after-action review of MS’s public health response to Hurricane Katrina (Feb 06). Report available at <http://www.msdh.state.ms.us/msdhsite/static/44,0,122,63.html>
- Deployed to field hospital in Waveland, Mississippi to serve as a health/safety officer and epidemiology specialist in response to Hurricane Katrina (Sep – Oct 05). Responsible for all communicable disease reporting and syndromic surveillance. Performed sanitary inspections of public food service operations and ensured safe food and water for field hospital personnel.

## PROFESSIONAL SERVICE

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- Member-at-Large, American College Health Association May 14-Present
- Assessment Subcommittee, ACHA Healthy Campus Coalition Mar 13-Present
- Master of Public Health Advisory Committee, East Stroudsburg University Mar 12-Present
- MPH Mentor, Int'l Student Internships, East Stroudsburg University Feb 12-Oct 12
- Communications Session Moderator, Rabies in the Americas Conference Oct 11
- Abstract Reviewer, Communications, Rabies in the Americas Conference Sep 11
- Abstract Reviewer, Nat'l Conf. on Health Communication, Marketing and Media Apr 11
- Contributor, Scientific Consortium for Health Without Borders, Hisar, INDIA Sep 10-Present
- Scientific Advisor, Animal Health Institute (AHI), Washington D.C., USA Mar 10-Oct12
- Communications Session Moderator, Rabies in the Americas Conference Oct 09
- Member, Heath Communication Working Group, Washington D.C., USA Jun 09-Present
- Technical Advisor and Supporter, One Health Initiative (OHI), Florida, USA Feb 09-Present

## SELECT PUBLICATIONS

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- Hampson K, Coudeville L, Lembo T, Sambo M, Kieffer A, Attlan M, et al. (2015) Estimating the Global Burden of Endemic Canine Rabies. *PLoS Negl Trop Dis* 9(4): e0003709. doi:10.1371/journal.pntd.0003709
- Lembo T, on behalf of the Partners for Rabies Prevention (2012) The Blueprint for Rabies Prevention and Control: A Novel Operational Toolkit for Rabies Elimination. *PLoS Negl Trop Dis* 6(2): e1388. doi:10.1371/journal.pntd.0001388
- Costa, P. & Briggs, D. Open Source Educational Initiatives to Improve Awareness of Rabies Prevention. In S. Hai-Jew (Ed.) *Open-Source Technologies for Maximizing the Creation, Deployment, and Use of Digital Resources and Information*. Information Science Reference (an imprint of IGI Global), 2012, 176-192.
- Taylor, L., Costa, P. & Briggs, D. Public Health Management of Humans at Risk. In A. Jackson & W. Wunner (Eds.) *Rabies, Third Edition*. Academic Press, 2013, 543-573
- Lembo, T, et al. (2011). Renewed Global Partnerships and Redesigned Roadmaps for Rabies Prevention and Control. *Veterinary Medicine International*. Vol. 2011, Article 923149, June 2011.
- Cleaveland, S., Costa, P., Lembo, T., Briggs, D. (2010). Catalysing action against rabies. *Veterinary Record*. Vol. 167, Issue 11, September 2010; 422-3.

- Costa, P., Briggs, Deborah J., Dedmon, R (2010). World Rabies Day (September 28): the continuing effort to make rabies history. *Asian Biomedicine*. Vol. 4, No. 4, August 2010; 671.
- Briggs, D.J., Costa, P. & Kaplan, B. (2009). Global Alliance for Rabies Control as a One Health Program Model. *One Health Newsletter*. Vol. 2, Issue 4, Fall 2009; 13.
- Costa, P., Briggs, Deborah J., Tumpey, A., Dedmon, R. & Coutts, J. (2009). World Rabies Day outreach to Asia: empowering people through education. *Asian Biomedicine*. Vol. 3, No. 4, August 2009; 451-457.
- Hanlon, C. & Costa, P. (2008, September/October). You Can Help Stop a Killer. *Animal Sheltering*, Humane Society of the United States, 12.
- Costa, P. & Pate, W. (2006). *Occupational and Environmental Epidemiology Branch Responds to the EQ Chemical Fire in Apex, NC*. North Carolina Dept. of Health & Human Services, EPI Notes, Vol. 2006-4, p. 3. Available online at <http://www.epi.state.nc.us/epi/pdf/en2006-4.pdf>
- *Chemical & Radiological Events: Public Health Preparedness and Response, Information Resource Guide*. North Carolina Dept. of Health & Human Services. 2006. Available at <http://www.epi.state.nc.us/epi/phpr/chemradevents.pdf>
- Costa, P., Langley, R., & Wolstenholme, P. (2005). *Broken Lamps Emit UV Radiation: Illness in Duplin County, NC*. North Carolina Dept. of Health & Human Services, EPI Notes, Vol. 2005-2, p. 2-4. Online at <http://www.epi.state.nc.us/epi/pdf/en2005-2.pdf>

## SELECT PRESENTATIONS

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- *Health Promotion Directors Boot Camp*. Peter J Costa, MPH, MCHES & Gina Baral Abrams, MPH, EdM, LSW, MCHES. American College Health Association Annual Meeting, Texas, USA, 2014.
- *Public Health Management of Rabies*. Peter J Costa, MPH, MCHES & Harold Russell, DVM, MPH. Chester County Health Department, Pennsylvania, United States, 2012.
- *Step-by-step Planning for Developing a Rabies Communications Strategy in Guatemala*. Peter J Costa, MPH, MCHES. Rabies Management Planning Meeting, Guatemala City, Guatemala, 2012.
- *Applying the Blueprint for Rabies Communications*. Peter J Costa, MPH MCHES. National Rabies Management Planning Meeting, Port-au-Prince, Haiti, 2012.
- *Developing an Effective Rabies Communications Plan*. Peter J Costa, MPH MCHES. XXII International Conference on Rabies in the Americas, San Juan, Puerto Rico, 2011.
- *World Rabies Day: Achievements and Aspirations*. Peter J Costa, MPH MCHES. Partners for Rabies Prevention (PRP) Meeting. Banna, Italy, 2011.
- *Health Communication: Bridging Gaps for Rabies Prevention*. Peter J Costa, MPH CHES. Triangle Global Health Consortium One Health Collaborative. Research Triangle Park, NC 2011.

- *Renewed Advocacy and Effective Partnerships for Prevention Efforts at the Community Level.* Deborah J Briggs, Ph.D., Peter J Costa, MPH CHES. CDC Public Health Grand Rounds: Rabies Elimination in the 21st Century? Atlanta, GA, 2011.
- *Experiences of Celebrating World Rabies Day 2007-2010.* Peter J Costa, MPH CHES, Louise Taylor, Ph.D. XXI International Conference on Rabies in the Americas, Guadalajara, Mexico, 2010.
- *Blueprint for Rabies Elimination and Control.* Peter J Costa, MPH CHES. Middle East and Eastern Europe Rabies Expert Bureau Meeting (MEEREB). Istanbul, Turkey, 2010.
- *Developing a Rabies Communications Strategy for Individual Localities.* Peter J Costa MPH CHES. Middle East and Eastern Europe Rabies Expert Bureau Meeting (MEEREB). Istanbul, Turkey, 2010.
- *World Rabies Day: Evaluating a Global Initiative.* Paula Orlosky, MA Carl Williams, DVM Jesse Blanton, MPH Deborah Briggs, Ph.D. Abigail Tumpey, MPH CHES, Peter J Costa, MPH CHES. 14<sup>th</sup> International Congress on Infectious Diseases, Miami, FL, 2010
- *World Rabies Day Campaign: Evaluating a Global Initiative.* Peter J Costa, MPH CHES, Paula Orlosky, MA Carl Williams, DVM Jesse Blanton, MPH Deborah Briggs, Ph.D. Abigail Tumpey, MPH CHES. XX International Conference on Rabies in the Americas, Quebec City, Canada, 2009
- *Elements of an Effective Health Communications Plan.* Peter J Costa, MPH CHES, Abigail Tumpey, MPH CHES. XX International Conference on Rabies in the Americas, Quebec City, Canada, 2009
- *Revisiting rural communities: Novel discoveries and new directions in breast cancer and breast health services.* Nadine Barrett, PhD. MA, MS, Julie Steele, MRE, Peter J Costa, MPH CHES, Maria D Costa, BFA, Pamela Blondin, MPA. Community Based Public Health Caucus, American Public Health Association, Philadelphia, PA, 2009.
- *Grassroots to Global: Leveraging Partnerships to Do More with Less.* Peter J Costa, MPH CHES. Division of Viral and Rickettsial Diseases, Centers for Disease Control (CDC), Atlanta, GA 2008
- *Grassroots to Global: Successes and Challenges of the Inaugural World Rabies Day.* Peter J Costa, MPH CHES. Nat'l Conference on Health Communication, Marketing and Media, Atlanta, GA, 2008
- *Grassroots to Global: Successes and Challenges of the Inaugural World Rabies Day.* Peter J Costa, MPH CHES. XIX International Conference on Rabies in the Americas, CDC, Atlanta, GA, 2008.
- *Grassroots to Global: Successes and Challenges of the Inaugural World Rabies Day Campaign. Risk and Health Communication Breakout Session.* Peter J Costa, MPH CHES. International Conference on Emerging Infectious Disease Conference (ICEID), CDC, Atlanta, GA, 2008.
- *World Rabies Day: A Collaborative Initiative to Make Rabies History.* Cathleen A. Hanlon, VMD, Ph.D, Peter J Costa, MPH CHES, Jesse Blanton, MPH, Abigail Tumpey, MPH CHES, Sarah Cleaveland, Kim Doyle, Deborah J. Briggs, PhD. Innovations in International Health. American Public Health Association, 2008.

- *Grassroots to Global: Leveraging eCommunication.* Peter J Costa, MPH CHES, Niall Macpherson, Jesse Blanton, MPH, Jim Hackworth, Deborah J. Briggs, DVM, Kim Doyle, Cathleen Hanlon, VMD, PhD, Dipl. ACVPM & Abbigail Tumpey, MPH CHES, Centers for Disease Control and Prevention, CDC World Rabies Day Symposium, 2007.
- *Using Poison Center Syndromic Surveillance for Environmental Health Signals Detection.* Lana Deyneka, Peter J Costa, & Aaron Kipp, International Society for Disease Surveillance, Syndromic Surveillance Conference, 2006.

## **MEMBERSHIP**

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- American College Health Association (ACHA)
- National Association of Student Personnel Administrators (NASPA)
- American Public Health Association (APHA)
- Pennsylvania Public Health Association (PPHA)
- Society for Public Health Education (SOPHE)
- Pennsylvania Chapter, Society for Public Health Education (PA SOPHE)