

Link

Visionary

Eliot Kang '85 wants to remake how eye care and glasses reach children in the developing world.

ALSO IN THIS ISSUE

HBHS: Inside the college's fastest-growing major

Donna Bacchi '76

Jessica Hippolyte '08

Verneda White '05



Cornell University

message

from the Dean



Broad Approach to Health Reflects College's Mission

Our nation's health care crisis gives rise to new expectations for leadership in many health-related fields, and the College of Human Ecology seeks to educate leaders in many of these areas. Each department in the college touches on the health care system, from Policy Analysis and Management to Design and Environmental Analysis. In this issue, we focus on the college's largest and fastest-growing undergraduate major: Human Biology, Health, and Society (HBHS).

The HBHS major launched more than a decade ago with the benefits of a broader approach to training students for health-related careers. The team of professors and administrators who spearheaded the effort aimed to design a new academic program to address the growing complexities involved in delivering health care and treating disease in America and abroad. The unique combination of a rigorous academic curriculum and experiential learning has opened the undergraduate experience to a wide range of health-related disciplines. Now almost 400 strong, HBHS students take classes across the college that touch on government and economic policies, social structures, environments, cultural norms, and other determinants that shape our health habits, good and bad.

The varied career paths of the young alumni from the new major—physicians, health educators and communicators, biomedical researchers, public health advocates, nutritionists, to name a few—show that the college and its graduates continue to lead in many facets of human health, policy, and nutrition. As you will read in the issue's cover story, HBHS has been truly ahead of its time by blending the natural sciences and social and behavioral sciences to offer students a more holistic perspective on human health.

In this issue, we also have a strong collection of alumni profiles that celebrate the stellar contributions of our graduates. All have strived within and beyond their chosen professions to make a large impact on human health and communities around the world. In fields ranging from advertising and fashion to medical practice, each recounts how their unique experience at the college cultivated their passion to make a difference in a new and powerful way.

I think you'll agree that the innovative efforts by faculty, students, and alumni to lead broad efforts are having significant impacts and reflect the college's mission to improve lives throughout the world.

Thank you.

A handwritten signature in black ink that reads "Alan Mathios". The signature is fluid and cursive, with the first name "Alan" being larger and more prominent than the last name "Mathios".

Rebecca Q. and James C. Morgan Dean

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*Shaping the human experience through
research, education, and outreach.*

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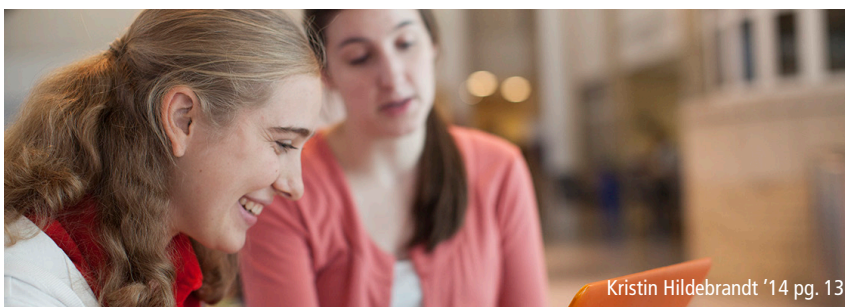
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On the cover: Eliot Kang shares smiles with two Haitian boys during a visit to the country to establish his nonprofit Lumoon Vision. Photo: Allison Joyce for Lumoon Vision



Sharjeel Chaudhry '13 and Carlie Arbaugh '13 are two of the growing number of HBHS majors. pg. 10



DEA Students Devise New Brand pg. 9



Alumni-Student Forum pg. 4



Jirousek (right) leads McNamara's daughter, Cindy Wright-Jones, and grandson, Eli Jones, on a tour of McNamara's collection on exhibit in the Human Ecology Building. Photos: Mark Vorreuter

ALUMNA DONATES HAUTE COUTURE COLLECTION AND BEQUEATHS SCHOLARSHIP

Through a remarkable fashion career that spanned 50 years, the late **Ollie (Olga Myslichuk) McNamara '50** worked with many of the world's top fashion designers, befriending the likes of Roberto Cavalli and growing an impressive collection of haute couture. In 2012, McNamara donated 34 prized pieces—including suits designed by Gianni Versace and Giorgio Armani before they became household names—to the Cornell Costume and Textile Collection, a teaching and research resource housed in the Department of Fiber Science & Apparel Design (FSAD). Collection curator and FSAD professor **Charlotte Jirousek** says the clothing, textiles, and shoes fill an important gap in the collection. McNamara, who died on Nov. 12, 2012, also created the Olga Myslichuk '50 Scholarship in the college through a bequest to Cornell. **LINK** www.human.cornell.edu/fsad/cctc.cfm

GATES GRANT ADVANCES PERUVIAN VACCINATION PROJECT



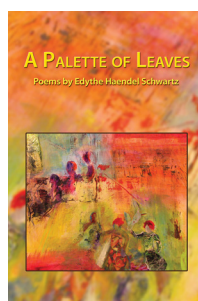
Last November, **Lauren Braun '11**, a human development graduate, received a \$100,000 grant from the Bill & Melinda Gates Foundation's Grand Challenges in Global Health initiative

to field test in Peru a simple, inexpensive immunization-tracking bracelet for babies. She conceived the idea after spending the summer of 2009 as a volunteer at two rural health clinics in Peru, visits Braun conducted as part of the college's Global Health Program. After graduation, Braun formed the nonprofit Alma Sana Inc. (Spanish for "healthy soul") to manufacture and distribute the bracelets, which bypass language barriers and illiteracy by using symbols to show mothers the vaccinations their children need and numbers to show when they are due.

LINK www.almasanaproject.org



ALUMNA ARTIST AND POET DEBUTS NEW COLLECTION, EXHIBIT



After a long career teaching lifespan development, cognition, and language acquisition as a faculty member in the Department of Child Development at California State University, Sacramento, **Edythe Haendel**

Schwartz '60 turned to poetry and art in retirement. Her new poetry collection, "A Palette of Leaves," (Mayapple Press 2012) features poems that, she says, "explore, often through the voices of artists, the power of language and art to interpret experiences we all have in common: sorrow, desire, and resilience in the face of life's conundrums and challenges." A reviewer for *Sacramento Press* wrote, "Haendel Schwartz's words . . . are carefully chosen and carefully placed, as are her brushstrokes on the other canvas she paints." The book cover features artwork by Haendel Schwartz, who had her art shown in a solo exhibit at the International House of Davis in Davis, Calif., during March 2013.

LINK <http://mayapplepress.com/a-palette-of-leaves-edythe-haendel-schwartz>

FASHION STUDENT CREATES GLAM GOWN FOR ALUMNA TRUSTEE



James (left) says she "heard nothing but raves" about Ceesay's dress that she wore to the "Cornell Now" dinner banquet.

Katrina James '96, chair of the Cornell University Council, was so impressed with the work of **Matilda Ceesay '13**, a fiber science and apparel design student, that she asked her to custom-design a dress for her to wear to a banquet at last fall's Trustee-Council Annual Meeting. James met Ceesay at an alumni-student dinner earlier in the year, where she was struck by Ceesay's original multicolor cotton dress with woven bodice. James asked for a variation in Cornell red, paying for the fabric and for Ceesay's time while she did the hand weaving and cutting. "I'm thoroughly impressed by Matilda," James says. "I'm sure she's going to be a superstar one day, and I'm glad that I've been able to display some of her early work."

TIME CAPSULE PRESERVES COLLEGE AND CORNELL HISTORY

Jack Elliott, associate professor of design and environmental analysis, and a small team of students created a futuristic-looking, metallic time capsule to store artifacts related to Cornell and the college. The aluminum vessel, about 10 feet long and weighing 50 pounds, rests under sealed glass in the lobby of the Human Ecology Building, where it won't be opened until 2065, the bicentennial of Cornell's founding. Inside are a mix of items curated by students and faculty to represent the university, the college, and current life and trends—such as college magazines, Cornell course catalogs, food and gasoline receipts, and electronic devices.



TEEN DATING VIOLENCE LINKED TO LONG-TERM HARMFUL EFFECTS

Teenagers in physically or psychologically aggressive dating relationships are more than twice as likely to repeat such damaging relationships as adults and report increased substance use and suicidal feelings years later, compared with teens with healthy dating experiences, reports a new study by **Deinera Exner-Cortens, MA '10**, a doctoral student in human development, and **John Eckenrode**, professor of human development and director of the Bronfenbrenner Center for Translational Research. Published online Dec. 10 in the journal *Pediatrics*, the paper is the first longitudinal study of a nationally representative sample to show links between teen dating violence and later multiple adverse health outcomes in young adults. "Teens are experiencing their first romantic relationships, so it could be that aggressive relationships are skewing their view of what's normal and healthy and putting them on a trajectory for future victimization," Exner-Cortens says. She notes that the findings have important



implications for doctors, therapists, teachers, parents, and others who work with teens and can spot signs of dating abuse.

RASMUSSEN HONORED FOR WORK ON MOTHER AND NEWBORN HEALTH



For her extensive contributions to the field of maternal-child nutrition, **Kathleen Rasmussen**, professor of nutritional sciences, received the March of Dimes Agnes Higgins Award at the American

Public Health Association annual meeting Oct. 29. The award honors Higgins, an innovator with the Montreal Diet Dispensary who greatly advanced the understanding of proper nutrition as a crucial factor in healthy pregnancy and prevention of low birth weight in infants. "As someone who has devoted my career to this particular topic, it is immensely satisfying to be recognized by my colleagues with this honor," says Rasmussen, who studies maternal nutrition and its links to pregnancy outcomes, lactation, and infant development.

STUDY QUESTIONS EFFECTIVENESS OF STATE SCHOLARSHIPS

State scholarships that aim to keep top students in state during and after college don't convince them to stay put, according to a study led by **Maria Fitzpatrick**, assistant professor of policy analysis and management. More than 30 percent of high school graduates were offered state financial aid if they went to college in state, but less than 3 percent changed their decisions about where to go to school or where to live once they graduated, according to the working paper published by the National Bureau of Economic Research in November. "Essentially, a lot of the money—about \$2,200 per recipient per year—is being spent on those whose behavior you don't change: either people who would have gone to college in the state anyway, or who



go to college in state but move away after graduating. We're saying these policies don't change where that many people live long term," Fitzpatrick remarks. She says the findings could help states design stronger policies to retain young people.

NEW TOOL COULD IMPROVE NURSING UNIT DESIGN



Rana Zadeh, assistant professor of design and environmental analysis, has created a new evidence-based spatial analysis tool to help hospitals reorganize medical-surgical units to more

closely match nurses' work routines. If applied effectively, Zadeh says, the tool can help lessen disruptions, reduce fatigue, cut costs, limit employee burnout, and increase time spent with patients. The new approach is described in a paper in the fall 2012 issue of *Health Environments Research and Design Journal*. "New medical practices and technology have emerged during the past decade; facility design should adapt to these changing practices so that caregivers can perform better on their critical tasks," Zadeh says.

FIBER SOCIETY HONORS NETRAVALI'S RESEARCH



Anil Netravali, professor of fiber science and apparel design, in November received the Founder's Award from the Fiber Society for his outstanding contributions to the science, engineering,

and technology of fibers, fiber-based products, and fibrous materials. Netravali's work centers on the creation of green resins from proteins, starches, and natural fibers that are fabricated into environmentally friendly composites as alternatives to metals, plastics, and petroleum-based products. Unlike traditional composites, which usually end up in landfills, green composites are fully compostable. "While I am honored to be recognized with this award, I view it as an honor for my entire research group—from the students to postdocs who have worked hard on this research," Netravali says.



(l-r) Dele-Michael, White, and Young shared words of wisdom on careers and classes with current students. Photo: Mark Vorreuter

Alumni leaders inspire and advise students at Human Ecology forum

BY DANI CORONA

Learn to persevere and give back, physician **Abiola Dele-Michael '01** advised undergraduates in his keynote remarks at the College of Human Ecology's Association for Students of Color (ASC) 18th Annual Alumni-Student Forum. The event, titled "Moving Forward: Directing Your Future," was held Nov. 3 in Martha Van Rensselaer Hall.

At the forum, 60 students—most from traditionally underrepresented backgrounds—networked with alumni working in medicine, psychiatry, and fashion design and management, receiving advice practical and inspirational and bonding over shared Cornell experiences.

"Education is the gateway out of poverty toward success," Dele-Michael, a human biology, health, and society graduate and

cardiovascular medicine fellow at NewYork-Presbyterian Hospital, told students. "And part of that is acknowledging others' sacrifices for you by helping others yourself."

Dele-Michael outlined skills students must master to graduate and succeed in the workplace, starting with identifying mentors, adding, "We all have different stories and backgrounds, and we each require guidance to navigate the resources at Cornell or anywhere."

Dele-Michael emphasized that people and opportunities at Cornell helped him develop his leadership, critical thinking, and stress and time management skills. He noted particularly his training as an emergency medical technician and as an intern at New York City's Department of Health through the university's Urban

Semester Program and how those experiences have served him well as a physician.

After his remarks, Dele-Michael joined **Verneda White '05**, a fiber science and apparel design graduate and founder of Human Intonation, an apparel brand that supports human rights causes (see story on page 16), and **Yolana Young '03**, a human development graduate and doctor completing psychiatric training at Hofstra Medical School, in a panel discussion moderated by **Jasmin Perez '14**. The alumni also hosted workshops on career-related topics.

Cathy Xu '14, a design and environmental analysis major, greatly appreciated hearing the alumni's wisdom. "At one point, Verneda White said, 'Don't let fear be your decision-maker.' That resounded with me—and reinforced the need to leave my comfort zone to achieve my goals," said Xu.

Luen Samonte '14, studying design and environmental analysis, also found the program inspiring. "[Dele-Michael's] emphasis of giving back revealed how my path at Cornell, whether rough or smooth, shapes my impact in the future."

Human Ecology's Association for Students of Color seeks to provide a foundation for enrollment, retention, graduation, and career placement of students of color. In addition to its yearly alumni-student forum, the group supports volunteer opportunities in the local community, admissions hosting programs and high school visits, presentations on career and graduate school outcomes for students, and other outreach with alumni.

Dani Corona '15 is a student communications assistant for the College of Human Ecology.

LINK www.human.cornell.edu/student-development/multicultural-programs/asc.cfm

Professor argues to include health benefits in measures of poverty, income

BY SUSAN KELLEY

The value of health insurance should be included in official measures of U.S. income and poverty because it will help us to better evaluate public policies like the Affordable Care Act (ACA), according to an influential study led by **Richard Burkhauser**, the college's Sarah Gibson Blanding Professor of Policy Analysis.

Using this methodology, Burkhauser and co-authors **Jeff Larrimore**, MA '09, PhD '10, an economist with the Joint Committee on Taxation, and Kosali Simon, professor of public and environmental affairs at Indiana University and formerly a Cornell professor of policy analysis and management, show that Obamacare will generate significant benefits for families in the lowest economic classes—benefits overlooked when using traditional calculations.

The research shows when health care coverage—whether paid for by employers or by taxpayers—is factored in, statistics shift. It indicates U.S. median income is rising, not falling, as government statistics show, and reveals that the income disparity between the haves and have-nots is not as wide as previously thought.

The poor and the elderly are significantly better off than the government's current calculations indicate. For example, the mean income of people 63 and older in the bottom 10 percent is \$6,646. But that figure fails to show they also have health insurance worth nearly \$9,000 in addition, Burkhauser says.

"The ACA is a major, major change in the health care system, and it will mean millions and millions of people who don't have affordable coverage can go to the state exchanges and get that coverage. But that subsidy by the government will not count in our government's measure of how those people are doing. This paper argues we need to take that into consideration," Burkhauser says.

The researchers analyzed data from the Current Population Survey for 1995–2008, the dataset most commonly used to capture yearly levels and trends in U.S. income and its distribution. They then added the value of health insurance coverage provided by employers and by Medicare and Medicaid.

The paper, published in the journal *Contemporary Economic Policy*, has already helped change the way a major government agency



measures U.S. income. Last summer, the Congressional Budget Office changed its methodology in one of its reports, citing the arguments in an early version of the study as part of its justification for doing so.

The research was funded in part by the Pew Charitable Trust–Economic Mobility Project.

LINK www.human.cornell.edu/bio.cfm?netid=rwb1

Burkhauser honored with prize for best economics paper

Professor Richard Burkhauser, Jeff Larrimore, and Kosali Simon last fall received the 2012 Richard Musgrave Prize, given each year for the best article published in the *National Tax Journal*.



Their paper showed that the income growth of the U.S. middle class, long portrayed as stagnant, may be more than 10 times greater than previously suggested by some economists.

The paper strongly refuted the methodology used by some economists that suggested that middle-class income had stagnated over the last 30 years while the income of the top 1 percent of households had dramatically increased, fueling much of the American political debate about inequality, income stagnation, and economic stratification—the 1 percent versus the 99 percent.

Cornell lab brings research to life for Sciencenter families

BY SARAH CUTLER



Human development assistant professor Tamar Kushnir works with a child on an experiment at the Sciencenter in Ithaca. Inset: Graduate student Nadia Chernyak conducts her study on toddler choice and empathy. Photos: Lindsay France

“Doggy feels sad today,” **Nadia Chernyak**, a College of Human Ecology doctoral student, says as she shows a puppet to several children at the Sciencenter, a hands-on science museum in Ithaca. Chernyak ’08, MA ’09, is conducting an experiment with the children and had given them colorful stickers, which they presumably wanted to keep.

The kids—between 2 and 4 years old—can cheer up the puppet by giving him a sticker. Some face what Chernyak calls an “easy choice”: either share their sticker with the puppet or hand it to Chernyak, who will throw it away. Others have a tougher decision: keep the sticker for themselves or share it with the puppet. After choosing, the children receive three more stickers and the option to share some with a different toy, “Ellie,” a stuffed elephant.

In this and similar experiments, Chernyak has found that most children shared their stickers with Doggy, and the ones who made difficult choices in the first stage were more willing to share a second time with Ellie. Her findings, part of her dissertation on children’s moral development, suggest that kids may learn empathy in part by making difficult autonomous choices.

Chernyak’s investigation is contributing to a larger study overseen by **Tamar Kushnir**, the Evalyn Edwards Milman Assistant Professor of Child Development and director of the Early Childhood Cognition (ECC) Laboratory, which is investigating how young children develop a concept of choice and its influence on their behaviors and perceptions.

Through a novel partnership begun February 2012, undergraduate and graduate students in Kushnir’s lab have conducted experiments with more than 500 children at the Sciencenter. The collaboration began after Kushnir, Michelle Kortenaar, Sciencenter director of education; and Charles Trautmann, the center’s executive director and Cornell adjunct associate professor of engineering, explored a mutual interest in involving young children in research and creating more evidence-based programs at the museum focused on learning in early childhood.

The ECC lab’s work at the Sciencenter has helped researchers share their findings, says Kushnir, who also examines how toddlers and preschoolers understand cause and effect.

“Parents are watching as you play with the kids, and they’ll ask, ‘What happened there?’ and a researcher will explain it to them,” she says. “So science gets done, museums get support, research gets support, and students get trained.”

The partnership, with plans for an exhibit on the ECC lab’s work and the creation of other teaching tools, has shown Sciencenter visitors “what research looks like,” Kortenaar says. She adds that parents and caretakers have largely been enthusiastic about involving their children in the experiments.

Sarah Cutler ’16 is a student communications assistant for the College of Human Ecology.

LINK <https://courses.cit.cornell.edu/tk397/ECCL/Home.html>

Study documents human consumption of soil, raw starch in Madagascar

BY KRISHNA RAMANUJAN

Pica—craving and intentionally consuming nonfood substances, such as earth—and amylophagy—eating raw starches—are widespread among people around the world, including the U.S. Some 180 species of animals are also known to engage in pica, possibly to rid themselves of toxins.

Commonly believed to be limited largely to pregnant women and children, a new study by **Sera Young, PhD '08**, research scientist in the Division of Nutritional Sciences, finds a high prevalence of pica and amylophagy among men as well. The study, appearing in the online journal *Public Library of Science One*, assesses the consumption of earths, raw starches, chalk, ash, and other nonfoods by men, women, and children.

Among the 760 participants from the Makira Protected Area in northeastern Madagascar, some 63 percent of adult males engaged in the behavior. Also contrary to other findings, this survey, made in 2009, found no peak in pica and amylophagy among pregnant women, though only four pregnant women were sampled. Local taboos against talking about pregnancy prior to birth may have led to underreporting, according to the authors.

The findings for men and pregnant women in Madagascar “fly against much of what I know in terms of distribution” among members of a population, says Young, the paper’s senior author. Christopher Golden, a postdoctoral researcher at Harvard University, is the study’s lead author.



Across the entire sample in the prior year, 53.4 percent engaged in geophagy, eating specific types of earth; 85.2 percent ate raw starches; and 19 percent ate other items considered locally to be nonfood, including rock salt, used coffee grounds, charcoal, rice chaff, blackboard chalk, and ash.

Pica has positive and negative consequences, making it an important public health concern, says Young, author of the book, *Craving Earth: Understanding Pica—the Urge to Eat Clay, Starch, Ice, and Chalk*.



A young girl holds vato malemy, an earthen substance found in riverbeds throughout the Makira Protected Area of Madagascar.

Among the pluses, clay-based pica may be protective, by coating the intestines or binding directly to toxins and pathogens, thereby preventing them from entering the blood. Clay also acts as an anti-diarrheal, which may be especially beneficial to vulnerable populations like pregnant women and children. Another potential benefit is that earth-based pica may act like a multivitamin, adding micronutrients like iron or calcium to the diet.

On the negative side, earth, starch, or other pica substances could bind to iron in the diet, leading to or worsening anemia. Also, some raw starches are high in calories but are not nutritious. And some substances may contain pathogens or harmful chemicals.

“It could be a really harmful behavior, which causes anemia, for example, or it could be a low-tech protective behavior,” says Young.



Tany manara, a clay-like substance loaded with calcium carbonate, is one of the most commonly consumed materials among those who engage in pica in Madagascar.

Future research, Young says, will analyze nutrients and chemical properties of pica and amylophagy substances, examine which toxins occur in local diets, and distinguish between nonfood items that are craved versus items that are locally considered food or are used as medicines.

LINK www.human.cornell.edu/bio.cfm?netid=sly3

Project aims to design better firefighting boots, gear

BY SARAH CUTLER

Fiber science & apparel design assistant professor Huiju Park and students wire a firefighter for Park's study on firefighting gear. Photo: Mark Vorreuter

The top firefighter injury isn't burns or smoke inhalation, but musculoskeletal damage, such as ankle sprains.

A Cornell protective clothing expert is trying to change that with a five-year project to make firefighters' movements more natural and comfortable by designing better-fitting protective gear.

Bulky gear is a major cause of firefighters' onsite injuries, says **Huiju Park**, assistant professor in the Department of Fiber Science & Apparel Design, the project's principal investigator.

"Boots provide mechanical protection from burns, but they're very uncomfortable. Every step is an effort to move forward," says Park.

With graduate students and undergraduate members of his Functional Aspects of Clothing Design class, Park and his research team are using advanced 3-D motion capture system technology and plantar pressure sensors to assess how protective equipment affects firefighters as they walk and climb stairs in a simulated work environment. The 3-D imaging—the same technology used to

create special effects in films and video games—records subtle changes in balance, foot comfort, and joint movement. Park aims to develop new performance and design guidelines for protective gear as part of a larger study with researchers at the University at Buffalo and Colorado State University.

During one testing session, a firefighter strapped on 22 sensors as wires dangled around her.

"She looked like an actor in a scene in *Mission Impossible*," quipped research assistant **Yingying Wu**, a doctoral student in apparel design on Park's research team.

In such sessions to date, Park has analyzed the range of motion at each joint for eight male and four female firefighters, and measured the pressure applied inside their shoes. His team has also examined the ways the body is affected by wearing protective gear, as well as what causes poor balance and inefficient movement.

Park is particularly interested in the difficulty many female firefighters have in finding well-fitting coats and pants. Because firefighting is traditionally a profession for men,

manufacturers don't consider women to be major customers, he says.

"Female firefighters don't often get the right size, right fit. Sometimes they just wear men's clothing," he says. "When there's an uncomfortable fit, there's more danger of injuries."

At the study's end, Park hopes to be able to suggest a better design for protective gear. He expects manufacturers to be interested, but, he emphasizes, that's not the primary goal of his project.

"This is not about business," Park says. "It's about protection for first responders who care for our community."

Park has collaborated with International Personnel Protection Inc. on his research, and Honeywell First Responder Products donated 26 pairs of rubber and leather firefighter boots to the experiment.

Sarah Cutler '16 is a student communications assistant for the College of Human Ecology.

LINK www.human.cornell.edu/bio.cfm?netid=hp347

Students devise new design, brand for Engaged Cornell

BY TED BOSCIA

Leaders of Cornell's Engaged Learning + Research center, founded last fall to revitalize and expand the university's public service mission, faced a problem shortly after moving into their offices on the second floor of Caldwell Hall.

Their new digs stifled engagement: nondescript white walls, a maze of unsightly pipes along the ceiling, and outdated furnishings and carpeting. They wondered how students and faculty members would become passionate about community engagement, service, and collaboration in an uninviting space tucked away in a 99-year-old building.

Such worries are gone thanks to a team of Design and Environmental Analysis (DEA) seniors, led by DEA lecturer **Leah Scolere '03, MA '04**; Paula Horrigan, MLA '87, associate professor of landscape architecture; and DEA teaching assistant **Katherine Mooney '11, MA '12**. The group has remade the center into a kinetic, modern

meeting room with adaptable furniture and walls covered in whiteboard paint, and a recognition wall with photos of faculty members and community engagement projects.

"The new design of the space wakes people up when they walk in the door," says **Rebecca Stoltzfus, MS '88, PhD '92**, professor in the Division of Nutritional Sciences and provost's fellow for public engagement at the center. "It conveys that something new and bold is afoot. And it is comfortable and functional."



Cerise Marcela and Brie Reid (l-r), now graduate students in design and environmental analysis, played lead roles in crafting the center's bold design. Photo: Mark Vorreuter

interest in engagement, cultivate connections among campus and community groups, and radiate efforts to the public.

"There was a need to be bold and break with the expectations of the building, which was traditional and academic," says Scolere.

The students' vision also had to bend to some inescapable realities: a small budget and a short timeline. As badly as the students wanted to rip up the outmoded carpet and hide the tangle of pipes, such drastic changes would have busted their budget.

"You learn to work around those constraints to push things forward from a design perspective," says Reid. "It's a good lesson for the real world where you will rarely have an unlimited budget."

At semester's end, the five students presented their extensive recommendations, including construction drawings, furniture specifications, communications strategies, and a graphics and branding package. Scolere and Marcela oversaw renovations during the summer and into the fall.

Center director Richard Kiely, PhD '02, says the response to the center has been "raves from all corners of campus and the community. Everyone says how it is dynamic and conducive to big ideas."

LINK www.elr.cornell.edu



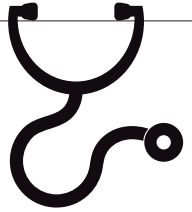
Center leaders Rebecca Stoltzfus and Richard Kiely raved about the new space. Photo: Mark Vorreuter

space that invites students, professors, and community members in for meetings, lectures, workshops, and discussions.

Once an eyesore, the pipes are coated in electric green paint and, along with a network of nodes hand-painted on the walls, signify the connections the center aims to foster across campus and with the public. There's a small library, a large multipurpose

Cerise Marcela, Gilad Meron, Ada Ng, Carolina Acevedo Pardo, and Brie Reid studied the problem during the spring 2012 semester as part of Scolere's practice-based senior design studio.

Early on, they held a visioning session with center and community leaders and undergraduate and graduate students. The consensus was for a space that would spark



A Multi-Dimensional View of Medicine

BY TED BOSCIA

Undergraduates in the college's Human Biology, Health, and Society major are learning that helping patients relies on a broad understanding of biology, culture, society, policy, economics, and other factors.

A recent study by the National Research Council and the Institute of Medicine took America's pulse, and the diagnosis is chilling. Among peer nations—similarly advantaged countries such as Japan, Australia, and France—the U.S. ranks last or near bottom in many major health indicators: infant mortality and low birth weight, HIV/

AIDS prevalence, obesity and diabetes, heart disease, chronic lung disease, disability, teen pregnancies and sexually transmitted infections, drug-related deaths, and injuries and homicides. The health gap between the U.S. and other wealthy countries occurs at all ages from infancy to 75—even among college-educated, well-off, insured Americans. Incredibly, U.S. health is flat-lining in spite of outranking all countries in health care spending per capita.

To accompany the report's release in January, its authors named a range of factors contributing to America's poor health, but none more significant than U.S. culture and society. While advances in

technology and medicine have allowed the developed world to overcome most deadly communicable diseases, preventable “lifestyle diseases”—those brought on by poor diet and exercise, substance abuse, and risky decisions—are burdening America. The report's message is clear: along with treating illness in individual patients, America needs doctors, researchers, health professionals, and policymakers who can cure the larger problems ailing U.S. society.

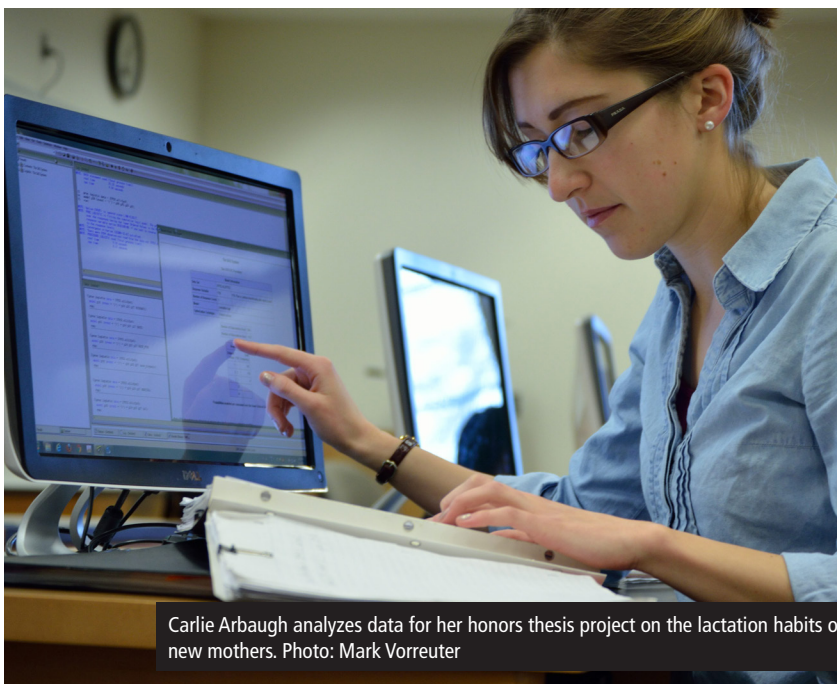
Fortunately, the fastest-growing undergraduate major in the College of Human Ecology is preparing a new generation of leaders to tackle these complex challenges. Since its adoption in 2001, enrollment in the Human Biology, Health, and Society (HBHS) major in the Division of Nutritional Sciences (DNS) has climbed to 390 students in the 2011–2012 academic year, accounting for almost 60 percent of all undergraduates in DNS.

DNS director **Patrick Stover** attributes the stunning growth to the “flexibility and rigor” of the HBHS major and its “focus on the biological basis of disease paired with an understanding of the social and behavioral determinants of health.”

He says: “Students want majors that provide them with options. In HBHS, there is rigorous coursework in the natural sciences, but also the opportunity to take courses in every department in the College of Human Ecology and across Cornell to learn about the external forces influencing human health. With the interdisciplinary focus, students are positioned for a wide variety of career paths.”

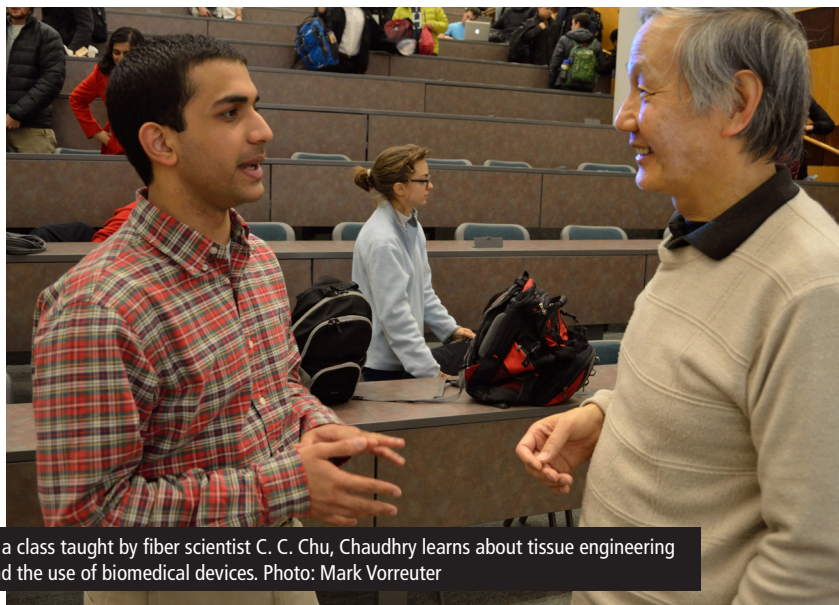
HBHS graduates go into such fields as biomedical research, health administration and policy, dietetics and nutrition, health education and promotion, and allied health professions such as radiology, athletic training, and physical therapy (many also get further training in medicine, dentistry, nursing, and pharmacy). Roughly half of HBHS graduates intend to go on to medical school. For those who apply, the success rate is astounding: from 2007 to 2011, nearly all of HBHS applicants to medical school tracked by Cornell's Career Services Office were ultimately admitted to medical school—well above the published national average of 45 percent.

Stover says the major's success as a premed program is partly because the broad-based HBHS curriculum is “ahead of the curve.” Indeed, in 2015, the Association of American Medical Colleges (AAMC) will introduce a



Carlie Arbaugh analyzes data for her honors thesis project on the lactation habits of new mothers. Photo: Mark Vorreuter

“It may be unusual for a premed student to be applying the social sciences rather than doing studies on rats, but that’s what I’ve gravitated toward.” —Carlie Arbaugh



In a class taught by fiber scientist C. C. Chu, Chaudhry learns about tissue engineering and the use of biomedical devices. Photo: Mark Vorreuter

cover-to-cover overhaul of the Medical College Admission Test (MCAT). The exam will still test aspiring doctors’ grasp of natural sciences, but with a greater emphasis on an applicant’s wider knowledge of human health and behavior in two new sections, “Psychological, Social, and Biological Foundations of Behavior” and “Critical Analysis and Reasoning Skills.”

In news reports, AAMC leaders said many of today’s doctors are technically proficient, but a good deal lack a polished bedside manner and deep understanding of ethics and humanity. The AAMC, it seems, is looking to produce a doctor who is part healer, part researcher, part communicator, and part humanist.

Health with a human face

In many ways, HBHS majors **Carlie Arbaugh ’13** and **Sharjeel Chaudhry ’13** exemplify this modern take on medicine and human health. Both were attracted to the program because of its interdisciplinary focus and have taken courses in policy analysis, statistics, global health, nutrition, human development, anthropology, and other subjects required to piece together the root causes of human illness and disease. Through internships and firsthand research, they’ve dived deeply into health disparities and related issues. And both are eyeing careers as practicing physicians who can treat patients and also improve the health of communities and populations through research and advocacy.

Arbaugh, from rural Pennsylvania, envisions herself as a pediatrician “working with minority and low-income populations to eliminate or improve health disparities.” Her goals came into focus through Cornell classes, research, and internships—none more powerful than a summer spent aiding a nonprofit in Harlem.

In 2011, Arbaugh volunteered for Sisterhood Mobilized for AIDS/HIV Research & Treatment (SMART), a community agency serving a predominately black and Latino population. SMART supports women and youths affected by HIV/AIDS, offering a network to help them with everything from job placement and life skills to nutrition and cooking lessons to basic and sexual health

practices. “It’s a small agency, so there was no job you could not do—from leading classes to preparing food to restocking toilet paper,” Arbaugh says.

Mainly, she helped lead the SMART Youth program, a six-week course to teach teens about civic engagement and the effect of state and local policy on their lives.

“It helped me to learn that I really enjoy working with people,” says Arbaugh. “And being in Harlem opens your eyes to a lot of the conditions and inequality that lead to poor health outcomes.”

Arbaugh has also interned with the Department of Pediatric Emergency Medicine at Weill Cornell Medical College and with Coalition Advancing Multipurpose Innovations, an organization uniting researchers, policymakers, and health care providers to promote women’s reproductive health. As a junior, she spent a year studying human sciences at Oxford University, rounding out her understanding of the many dimensions of human health.

Arbaugh is using her honors thesis project to further explore her interests in health disparities. Under the direction of **Kathleen Rasmussen**, professor of nutritional sciences, she is analyzing data from the federal government’s Infant Feeding Practices Study II, an extensive survey of approximately 2,000 new U.S. mothers. Knowing that mothers who return to work are more prone to stop nursing their babies, Arbaugh is investigating how obesity and overweight in mothers influences such behaviors.

“It may be unusual for a premed student to be applying the social sciences rather than doing studies on rats, but that’s what I’ve gravitated toward,” Arbaugh says. “If we can better understand how maternal employment and overweight are related for postpartum women, it can help us to build better support networks and change policy to give them the ability to continue nursing.”

The power of research

When applying to colleges, Chaudhry strongly considered majoring in biology—the conventional premed path—but was drawn to the “human perspective that the college emphasizes,” he says. “The faculty are taking their research knowledge and applying it directly to real-world human problems.”

Chaudhry says that focus is reflected in the classroom, where “the education is very research-oriented.” He says the professors challenge conventional wisdom and stress problem-solving and critical-thinking skills.

“It’s not about reciting facts, but looking critically at the information that is presented,” he says. “You learn to be skeptical of taking ideas at face value and instead wanting to test evidence and rely on your own research and data.”

Those instincts have served Chaudhry well in his recurring internship with a pediatric surgeon at Johns Hopkins Medical School. Chaudhry, from Columbia, Md., applied to and received the position the summer after his freshman year, and has been returning every summer since. There, Chaudhry has helped with a study comparing recurrence rates for hernias repaired surgically

through newer laparoscopic and more invasive open techniques. That's led him to consider an MD/PhD program where he can ultimately study surgery techniques or perhaps stem cell therapies.

At Cornell, Chaudhry is seeing the social science side of medicine as a research assistant with **Valerie Reyna**, professor of human development, in her Laboratory for Rational Decision Making. He helps design studies and collect and analyze data in two projects focused on medical decision-making by physicians and patients. One is developing a tool to help women weigh whether to go for genetic testing for breast cancer.

"The lab experiences really help to take my education to the next level by having an opportunity to apply many of the concepts I am learning in courses," Chaudhry says.

Chaudhry also touts ample opportunities for engagement and outreach in the college and the major. As co-president of PATCH, an undergraduate group for students focused on health careers, he has helped lead efforts to host basic health screenings at local soup kitchens and to donate school supplies to Haitian children. (See PATCH story below.)

In addition to his required courses in biology, chemistry, physics, and the social sciences, Chaudhry has studied business and computer science to understand their applications to medicine.

"Every university says you can 'create your own major,'" Chaudhry says. "In HBHS, they really mean it."

LINK www.human.cornell.edu/dns/academic/hbhsin.cfm

HBHS alumna blogs on living and teaching in Indonesia

Choumika Simonis '11, a Human Biology, Health, and Society graduate, credits a summer studying abroad in 2009 in Tanzania as her "most profound turning point" at Cornell. Through the College of Human Ecology's Global Health Program, she studied



and worked as a nutrition intern in a village on the hills of Mount Kilimanjaro for the Minjeni Women's Group Trust and became inspired to work as a doctor focused on public health and epidemiology.

Four years later, Simonis's desire to make an impact overseas is as strong as ever. She is currently a Fulbright Fellow teaching English to secondary school students in Indonesia. Her blog, "Far East Movement," offers a close account of her experiences in the world's fourth most populous nation—firsthand stories on developing her teaching style, bridging cultural and communication divides, serving communities, and making memories and friendships.

Follow her saga at www.nouvellehaitienne.blogspot.com.

Students build science kits for Haitian schools

In addition to studying and improving health disparities in the United States, many Human Biology, Health, and Society (HBHS) majors are committed to doing so globally.

Last year, members of the Cornell student group Pre-professional Association Toward Careers in Health (PATCH)—largely comprised of HBHS students—assembled and donated low-cost science kits to aid



PATCH members examine materials to be packaged into the science kits for Haitian students.
Photo: Mark Vorreuter

impooverished children in Haiti. The project, funded by grants from disaster relief organization Humanity First and the Human Ecology Alumni Association, supplied 60 kits to students at two grade schools outside Port-au-Prince, Haiti's capital.

HBHS major and PATCH co-president **Sharjeel Chaudhry '13** and a committee of 10 other students developed the plan after hearing of Haiti's dire state following the 2010 earthquake. "We wanted to help the kids . . . who pretty much lost everything, by developing their interests in health and the sciences," says Chaudhry.

PATCH leaders last spring recruited more than 250 Cornell students to help assemble the lab kits, stocked with such items as plastic test tubes, jump ropes, colorful inflatable balls, air pumps, and stopwatches. The kits contain photo illustrations for basic experiments and are reusable. Rather than give textbooks, the PATCH members favored supplies that would spur hands-on learning.

The kits supplement traditional classroom instruction, with lessons in fundamental areas of biology, physics, and health that link scientific concepts to relevant national issues in Haiti. For instance, PATCH members created an experiment on how environmental conditions affect seed growth and plant life to educate the children about deforestation, a concern in Haiti.

Spreading a passion for science through community service is one of the objectives of PATCH, an organization sponsored by the College of Human Ecology but open to all Cornell undergraduates.

In addition to the science kits, PATCH regularly assists Loaves and Fishes, an Ithaca soup kitchen, where members offer nutrition talks and weekly medical checkups.

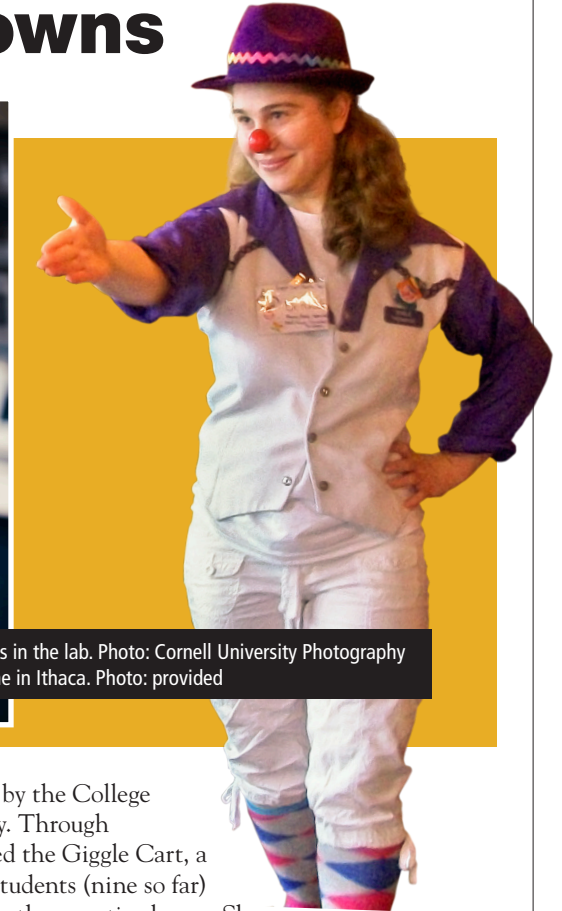
With the success of the science kits project, PATCH leaders hope to continue to produce and distribute similar kits to impoverished schools in Haiti and other developing countries.

LINK www.rso.cornell.edu/patch

HBHS student approaches medicine through chickens and clowns



Left: Hildebrandt studies follicular development in hen ovaries in the lab. Photo: Cornell University Photography
Right: Clowning for seniors at Bridges, an assisted living home in Ithaca. Photo: provided



It all started with chickens—specifically, **Kristin Hildebrandt's** brother's chickens.

Hildebrandt '14 loved holding the fluffy chicks and used to watch them for hours. Then, in the summer before sixth grade, Hildebrandt won the Wisconsin International Poultry Club's Pullet Surprise Youth Contest with her poem, "Early Riser."

Her prize consisted of a pair of show-quality purebred fowl, a cage, feed, the latest edition of *The American Standard of Perfection*, and an incubator.

Winning the contest only deepened Hildebrandt's passion for chickens. And she became something of an amateur veterinarian and research scientist, observing their behavior, testing how different factors tended to affect their health and mood. "I saw a lot of similarities between health of chickens and human health," she says.

Today, she credits the chickens for piquing her interest in medical science—in particular, the ways in which nutritional and environmental factors can determine the health of both the individual and the community.

At Cornell, Hildebrandt is still involved with chickens through her research work in the lab of Patricia Johnson, a professor in the Department of Animal Science, where the group studies the effects of Anti-Mullerian Hormone on follicular development in hen ovaries. She is doing an honors thesis on her research and has received federal funds in support of that research.

Outside of class, Hildebrandt is the communications director of PATCH, the Pre-professional Association Toward Careers in

Health sponsored by the College of Human Ecology. Through PATCH she started the Giggle Cart, a group of Cornell students (nine so far) whom she trains as therapeutic clowns. She began clowning through 4-H in high school and has performed at picnics, street fairs, and the county fair. Her Cornellian clowns visit local retirement and assisted living facilities to perform for residents.

"As a clown, you are a completely different person," she explains. Hildebrandt is naturally shy, but the experience changed her. "It forced me to interact more with people, and as a result I was able to get other opportunities just by being more outgoing."

When Hildebrandt interned this past summer at a Wisconsin county health department, she was struck again with the value of her Cornell education. "Most Human Ecology classes I have taken," she explains, "stress the practical application of the science and research we are learning. For example, we learn not only about a disease, but also how a person's health is influenced by their living environment, education, mental health, and sense of community."

"As a future physician," she says, "I hope to address social issues, whether in nutrition or policy, to empower people to improve their overall wellness."

With her clowning background, she is sure to provide the best medicine, as well: laughter.





College of Human Ecology undergraduate Nayab Mahmood (right) worked with Dr. Darren Schneider, chief of vascular and endovascular surgery at Weill Cornell Medical College, during an internship last summer.
Photo: Mark Vorreuter

Urban semester is ideal for HBHS students

BY SAM BECK, director of Cornell's Urban Semester Program

HBHS students learn to consider cultural, economic, political, and other social factors that bear on a person's health. The Urban Semester Program, situated in New York City, offers them a real-world laboratory to explore these factors through access to world-class medical institutions and exposure to the city's diverse neighborhoods. In the decade since the HBHS major was started, its students have become the majority of participants in Urban Semester.

Through the program, HBHS students observe the day-to-day routines of hospital physicians and engage with community-based organizations to support low-income communities, often from a public health perspective. They gain a better sense of possible health careers or new fields they had not previously explored.

Many of the HBHS students do clinical rotations at NewYork-Presbyterian Hospital, Woodhull Hospital, and other area hospitals that offer them a window into operating room and inpatient medicine, physician-patient relations, clinical research, and such medical specialties as dentistry and psychiatry. The students also support public health initiatives, ranging from asthma education programs in North Brooklyn to anti-obesity campaigns in Harlem. On top of that, they carry out community service and action in a diverse Brooklyn neighborhood.

The visceral experiences of living in a complex urban environment accustom students to integrating different aspects of knowledge, skills, diverse roles, and responsibilities into their world view. By immersing themselves in local neighborhoods, they develop habits of discovery, inquiry, curiosity, and compassion.

The payoff from this approach is tremendous for HBHS students. They extend their theoretical knowledge of medicine and health and its relationship to the social sciences. Contact with medical practitioners and community leaders supports their professional identity formation, shaping their values, actions, and aspirations. And the program frees students to grow in unexpected ways: they must integrate themselves into unaccustomed social systems, assimilate into new roles, draw on the expertise of others, and learn the nature of professional practice while becoming familiar with new terminology and tools.

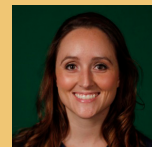
Many HBHS students go on to medical school. The Urban Semester experience leaves them better equipped to succeed, especially with the medical establishment placing a new emphasis on bedside manner and interpersonal skills, reasoning and pattern recognition, patient education and counseling proficiency, and life-long learning abilities. Their Urban Semester experiences build to a broad understanding of how to care for individual patients while being aware of the population consequences of disease—both critical to addressing our most urgent human health challenges.

LINK www.human.cornell.edu/academics/urban-semester/index.cfm

HBHS Alumni

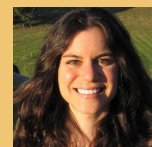
Natalie Adams '06
Student, Duke University School of Nursing, Class of 2013

"After Cornell, I worked first as a health educator and then in a clinical lab performing quality assurance review of hematopathology, flow cytometry, cytogenetics, and molecular reports. The HBHS major prepared me for these jobs and was especially helpful when transitioning into my second job, which was much more technical than my first entry-level position. Now, I'm in nursing school; the HBHS background has given me a foundation in hard sciences and has also helped prepare me to provide not just medical interventions but true patient-centered care."



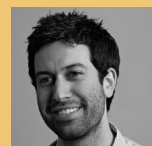
Dana Ellis Hunnes '03, MPH, RD
Senior dietitian supervisor at Ronald Reagan UCLA Medical Center; PhD candidate at UCLA Fielding School of Public Health

"Being part of HBHS, with its diversity of courses in nutritional sciences and public health, gave me a foundation of knowledge and tools that I use every day in my career and in my research. The nutritional sciences courses I took prepared me for my career as a clinical dietitian, where I see some of the sickest and highest-acuity patients in the world. Policy and public health courses provided me with background knowledge for my research on food security and climate change. Much of my success and confidence comes from the hard-working experiences that HBHS provided me."



Daniel Shaw '05
Director of digital accounts, Wieden+Kennedy New York

"Although I did not end up going into a career in health, it was my HBHS science education that allowed me to forge a path toward digital and brand advertising. I worked as an interactive



Reflections

producer at my first job after school, developing digital medical education content for pharmaceutical companies. Because of my science background, and my side passion for photography and film, I could move among clients, their medical directors, and my internal creative team. HBHS not only gave me a world-class health science education, but offered flexibility to pursue other academic interests, such as arts and humanities classes throughout the College of Human Ecology and Cornell. The advertising industry requires an eclectic knowledge base, and HBHS was crucial in helping me to succeed."

Elizabeth Dawson-Hahn '05 **Chief pediatrics resident, Brown University/Hasbro Children's Hospital**

"The HBHS major provided me with a strong foundation in human biology and most importantly in the social and environmental determinants of health. Further, Urban Semester allowed me to begin thinking about health in a multicultural urban context. Because of this, I 'hit the ground running' in medical school, exploring interests in health disparities and refugee and global health alongside my traditional coursework. As a pediatric resident researching malnutrition in Haitian children and studying youth violence in urban Providence, I frequently reflect on my nutrition and human development courses and the faculty role models who have helped shape my path."



Sarah (Herskee) Wattenberg '03 **The Andrew '78 and Margaret Paul Director of Student-Athlete Support Services, Cornell University**

"As an undergraduate student-athlete interested in health care, I found that HBHS offered the perfect amount of flexibility for me to gain a solid foundation in biology and physiology but still explore nutrition and developmental psychology. I then earned a



master's degree in athletic training and landed a dream position in Cornell Athletics, where I worked in sports medicine for seven years. Although I recently changed careers and entered into the world of Student-Athlete Support Services, I find my HBHS background still in the forefront as my major taught me invaluable lessons in listening, processing, and caring for people in a holistic manner."

Rebecca Fishman '02, MPS '03 **Director of operations and special projects, WASH Advocates**

"I chose the HBHS major because of its unique combination of solid technical knowledge with real-world, practical applications. The multidisciplinary focus served me well as I successfully transitioned from hospital administration to international development, first with the United Nations Foundation and now advocating for improved water, sanitation, and hygiene around the globe. Success in the field requires a strong work ethic and natural curiosity, which I credit to my undergraduate career. The close-knit community in HBHS also influenced the collaborative and team-focused work style I have today."



Reginald Severe '11 **Science teacher at Knowledge and Success Academy in Baltimore, Md.; Teach for America 2011 corps member**

"The HBHS major has helped me understand how core science concepts connect to the world around us and the crucial problems affecting our society. This fundamental component of my Cornell education has helped me provide a stronger science foundation to my students. I make sure to guide my students in understanding the connections between key scientific concepts and their daily experiences. Thanks to the HBHS major, I've been able to expose my students to the applicable aspects



of science, encouraging them to be more conscious of how they can use their knowledge to improve the conditions of their community."

Hannah Schinbeckler '10 **Physician assistant student, SUNY Upstate Medical University**

"HBHS provided a strong foundation in the pre-medical sciences, which more than prepared me for medical education. Beyond this, the major enabled me to pursue additional intellectual interests and passions. From taking human development and anthropology courses to participating in medical trips to Haiti and a nutrition education trip to Kenya, HBHS offered unique experiences that continue to shape the kind of medical provider I will become. Through the interdisciplinary tools I gained at Cornell, I will not only be better able to care for individual patients, but also strive toward improving the health of their families and community."



Leah A. Orta Nieves, MD **OB/GYN resident physician, Georgetown University Hospital**

"The greatest asset of the HBHS major is how it incorporates various health-related disciplines into its core requirements. From nutrition to psychology to philosophy and many others, HBHS provides students with an incredibly comprehensive view of the world and health care. HBHS teaches you how to approach problems from various angles and to identify the different sources of problems so that you can successfully and completely address them. This is definitely an advantage I have over some of my colleagues, and it is certainly an approach that, as a physician, I use every single day in caring for my patients."



Fashion with a Voice

Verneda White '05 leads Human Intonation, an apparel brand that speaks up for social and human rights causes.

BY ANDREW CLARK

For much of her life, Verneda White's twin passions have been fashion and social advocacy. When she graduated from the College of Human Ecology in 2005 with a degree in textile and apparel management (now fiber science and apparel design), she was unsure how the two could fit together. But, shortly after graduation, a devastating natural disaster and a family crisis presented an unexpected path.

In August 2005, Hurricane Katrina destroyed many parts of New Orleans, including her grandmother's home in the Ninth Ward. Though she grew up in Rochester, N.Y., White views the Big Easy as a second home, the place where her parents were raised and home to many of her extended family members.

Shaken by the damage, in 2006 White launched a volunteer initiative called "Katrina Is Still Here." She and a co-designer hand-painted bold men's and women's T-shirts calling attention to Katrina and New Orleans and to raise funds for HandsOn New Orleans (HONO), a nonprofit rebuilding the city through volunteer service. White also organized recurring volunteer trips to the city to complete civic projects, including a major event with R&B star Usher Raymond.

"After Katrina hit, I was looking for ways to give back," White says. "I really liked the idea of using fashion as a platform for creating social change and justice."

The campaign generated about \$3,000 for HONO and, more importantly, raised attention to the plight of the city after Katrina had washed out of major headlines.

White was happy to be making a difference, but her joy would be short-lived. That same year, her 22-year-old cousin, James Wesley White Jr., whom she considered her closest friend, died of AIDS five months after being diagnosed with HIV.

"After Katrina hit, I was looking for ways to give back. I really liked the idea of using fashion as a platform for creating social change and justice."



Photo: provided



In her grief, White decided to apply her fashion and management skills to raise funds and awareness for HIV/AIDS prevention in honor of her cousin. After earning her MBA at European Business School London, White launched her apparel brand, Human Intonation, in 2008.

Because of the success of the Katrina shirts, White and her team expanded their line of striking T-shirts, tank tops, and dresses emblazoned with powerful messages. The collections, now made in the United States mostly from certified organic cotton, cover four main causes: rebuilding New Orleans, Haiti earthquake relief, HIV/AIDS prevention, and education for children in Darfur. Along with HONO, Human Intonation partners with the charities Darfur Peace & Development and Advocates for Youth and was previously connected to the defunct Yéle Haiti organization. Twenty percent of all sales go to these associated causes.

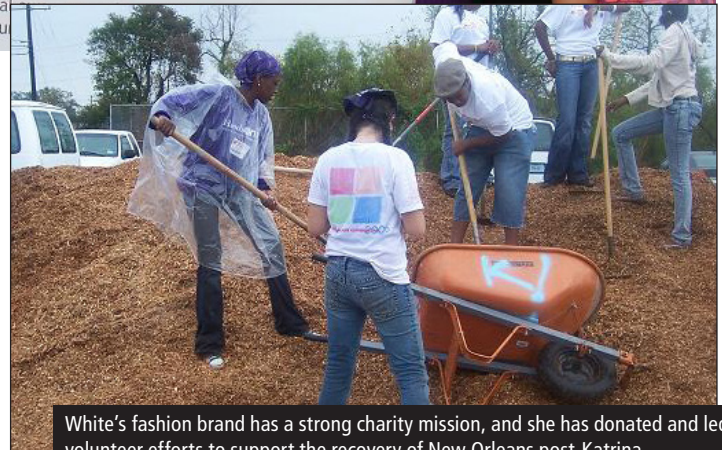
Human Intonation also hosts numerous fundraisers and community events. As founder and creative director, White uses press and popular attention to the brand to speak out on these causes, fulfilling her long-held dream to blend her devotions to fashion and social activism.

"I never considered becoming just a fashion designer and I couldn't just work as an advocate," White says. "It was critical for me to combine both—Human Intonation has allowed me to do just that."

A burgeoning brand

Human Intonation's collections have turned heads in the fashion world and among celebrities. Similarly, White's leadership and dedication to social activism is drawing praise from U.S. political and business leaders. In 2011, the Levi's Corporation recognized her as one of 16 inspirational women for its "Shape What's to Come" series. A year later, White received the Daily Point of Light Award from President George H. W. Bush through his organization created to celebrate volunteerism and civic action. The award cited White as "a young fashion designer that uses her talents to create awareness and raise much-needed funding for charitable causes."

White traces part of her success back to the College of Human Ecology. In Department of Fiber Science & Apparel Design courses, she learned garment construction techniques. As important were lessons in supply



White's fashion brand has a strong charity mission, and she has donated and led volunteer efforts to support the recovery of New Orleans post-Katrina. Photos: provided

chain management, the properties of fabrics, and entrepreneurship.

For example, she says, most people make T-shirts simply by buying bulk amounts and printing images on them. But, White says, her understanding of fabrics, patternmaking, and the business of fashion helped her to create original, premium clothing that would make a lasting impression and add value to consumers.

"Because of my time at Cornell, I was able to feel comfortable creating a product by myself," she says.

While she was getting Human Intonation off the ground, White's day job was as an event producer in New York City, helping to coordinate such high-profile events as the Harlem Renaissance Ball and the ING New York City Marathon. White recently left that full-time job to focus on her apparel brand while continuing as an independent event director. Now running two businesses, White's responsibilities range from preparing her next clothing collection to coordinating Human Intonation HIV prevention workshops.

"For me, no one day is like the next," White says. "Sometimes I'm meeting with clients and other times I'm working on a new T-shirt design. I can't imagine anything else I'd rather be doing."

LINK www.humanintonation.com

Changing Policy and Children's Health

Along with treating patients, pediatrician Donna Bacchi '76 has led the fight against public health threats like secondhand smoke, illiteracy, and childhood obesity.

BY SARAH CUTLER

Dr. Donna Bacchi '76 still remembers the “defining moment” of her career, one that opened her eyes to the need for change beyond helping patients one-on-one. As a member of the National Health Service Corps and assistant medical director at the Brownsville Community Health Center, she observed the struggles of the Brownsville people, who lived on the Texas-Mexico border.

“That’s where I decided to pursue public health,” she says. “It seemed like an injustice that there were hardworking residents living in squalor. No running water, no electricity; every time it rained, the outhouse overflowed, and kids would get sick. As a physician, I had a very limited ability to change that. In public health, I could change policy and have a much broader impact.”

Though Bacchi, who now works as associate professor of pediatrics at SUNY Upstate Medical University in Syracuse, has always seen patients—she’s worked as a pediatrician in Philadelphia, Syracuse, Rockville, Md., and four cities in Texas—she’s also applied her pediatrics background in the public health arena, focusing on tobacco control and childhood obesity.

“I’ve always used my opportunity to see patients to make an impact on an individual level,” she says. “And I’ve used that experience as an opportunity to learn, and to help change some of the policies that might impact them.”

In Lubbock, Bacchi directed the Texas Tech University Center for Tobacco Prevention and Control and played a key role in establishing several smoke-free public spaces. She oversaw a school-based health program in East Austin and started the “Reach Out and Read” early literacy program at the Texas Tech University Health Sciences Center. Bacchi served as a national board member of the Americans for Non-Smokers’ Rights and as president of the American Heart Association Texas Affiliate.

Bacchi majored in nutrition at Cornell and earned a medical degree from the University of Cincinnati College of Medicine in 1981. At the time, her choice to go on to medical school was somewhat unusual, she says, as Title IX, denying discrimination on the basis of gender, had been implemented just a few years before she graduated from Cornell.



“Most women in my class went into dietetics, but with all the education I had, I really wanted to reach a broader audience,” says Bacchi, who later earned her master’s in public health from Johns Hopkins University.

Both Bacchi and her husband, Dr. David Smith, Arts & Sciences '76—who is president of SUNY Upstate—had a passion for health care when they met at Cornell.

The couple, spurred by the deaths of Bacchi’s mother and Smith’s grandfather and great uncle, all of whom had lung cancer, also



"I've always used my opportunity to see patients to make an impact on an individual level. And I've used that experience as an opportunity to learn, and to help change some of the policies that might impact them."



As part of her Nutritional Aspects of Health Care class, Bacchi (above) took her SUNY Upstate students to Grindstone Farm in Pulaski, N.Y., where they practiced farming and learned about organic growing practices. Right: Bacchi speaks to Sloan Program students during a campus visit to discuss medical practice. Photos: Mark Vorreuter

shared a drive to eliminate tobacco use. Concerned with secondhand smoke's effect on their son's asthma, Bacchi led several efforts to change policy in Texas, including a groundbreaking smoke-free ordinance in Austin in 1994.

"It was quite remarkable that she was successful in getting the smoking ordinance to pass," Smith says. "But what's not often known is that she was ostracized socially. She paid a personal price for her work on the ordinance, and she'll never talk about it, but she'd say she would do it again."

Indeed, Bacchi did do it again: she spearheaded the coalition that worked to pass similar legislation in Lubbock, this time working with an 11-year-old boy who had started a letter-writing campaign against tobacco use in public spaces.

"It was a brutal battle. You have to understand Texas, especially West Texas, where there's a very conservative mindset. It got pretty ugly," says Sharon Kohout, former tobacco policy advisor with the Centers for Disease Control. "Passing the ordinance was an amazing achievement."

Advocating for better nutrition

Bacchi has also worked at the policy level to combat childhood obesity. In her 30 years as a pediatrician, she says, she's seen a dramatic increase in overweight and obese children. She works now with the Syracuse public school system to change nutrition laws and make healthier food options available and appealing to students, and she's brought in SUNY Upstate graduate students to educate children about healthy eating.

Bacchi's interest in nutrition was influenced largely by **David Levitsky**, Cornell professor of nutritional sciences and of psychology, whose Introduction to Nutrition class inspired her to major in nutritional sciences.

"The importance of eating a healthy diet really struck a chord with me, and in pursuing medicine, it became more important," she says. "A lot of diseases we have now are preventable if people eat right. That was the one course that said to me, 'This is where I want to pursue my focus.'"

At SUNY Upstate, Bacchi teaches medical students and residents in clinical settings, and she lectures on pediatric issues that range from nutrition and literacy to tobacco prevention and obesity. Her advocacy priorities haven't changed since her move to the school in 2006, the year Smith became its president, she says.

Since moving back to New York, Bacchi has joined the College of Human Ecology Dean's Advisory Council and hosted college fundraising events in Syracuse. She and her husband plan to fund an endowed scholarship in the college, and they've spoken several times to Cornell premed students and Sloan Program in Health Administration students.

"I tell them, follow your passion. Don't do something if you're not thrilled about it; you'll be successful no matter what you do if you're passionate," she says. "I've used my passion to effect positive change in communities."

Sarah Cutler '16 is a student communications assistant for the College of Human Ecology.

LINK www.upstate.edu/cnymph/faculty/bacchi.php

"I see myself more as an entrepreneur than as an advertising person. My belief has always been, if it doesn't exist, we'll create it."



Pursuing a Clearer Vision

After groundbreaking success in advertising and business, Eliot Kang '85 has his sights on a new venture: supplying eyeglasses to needy children in developing countries.

BY SHERI HALL

When he arrived at Cornell, **Eliot Kang '85** never dreamed he would go on to become a trailblazer in the advertising industry. A South Korean immigrant, Kang enrolled in the College of Human Ecology with an interest in psychology.

Business was not on Kang's mind then, but nearly 30 years later, Kang is an entrepreneur who has launched many successful business ventures, most notably America's leading Asian-American marketing firm, Kang & Lee Advertising.

His current business focus is running Inmost Partners, which manages public and private equity investments. But his true passion is helping those without the resources needed to succeed. In 2011, he founded Lumoon Vision, a nonprofit that provides vision screening and new prescription eyeglasses to children in developing countries.

"I see myself more as an entrepreneur than as an advertising person," he says. "My belief has always been, if it doesn't exist, we'll create it."

Kang's family moved to the U.S. from South Korea when he was 11, and his father eventually opened a small market in Queens, N.Y. Kang chose Cornell for its beautiful campus and the flexibility of the Human Ecology curriculum. His future wife, **Jennifer Choi Kang '86**, whom he met in high school, also came to Cornell.

Kang recalls grappling with big questions about faith and the meaning of life during freshman year. After fall semester, he interrupted his studies to live at a Christian abbey in the mountains of South Korea.

"I wanted to spend time with people who were at peace," he says. There, he performed physical labor—collecting buckets of water from a mountain stream and chopping firewood—for eight hours a day, along with prayer sessions and learning. He stayed for three months.

When Kang returned to Cornell, he struggled to reconcile life at the abbey with campus life. Ultimately, he decided to pursue social work. For two years, he studied and worked with at-risk youth at the Ithaca Youth Bureau. But he found it difficult to help children with such chaotic home lives.

"I could not see myself doing this every day and only making a small difference for these kids," he says. So he left Cornell and returned to New York City.

Money with a mission

Kang says his only choice after leaving school was to start making money.

"I thought it was better to make money to support organizations and people dedicating their lives to helping others, because I felt I couldn't do the frontline work myself," he says.

Kang tried to enter real estate, but he soon realized he didn't have enough money to invest in worthy properties. In the meantime, he learned many city developers struggled to reach Asian-American buyers because of cultural and language barriers. Sensing an opportunity, Kang and his cousin-in-law launched a small ad agency from the basement of his father's store.

Over 10 years, their business grew to the largest Asian-American ad agency in the U.S. with more than 80 employees, \$30 million in annual revenue, and clients including AT&T, Bank of America, and Sears.



Kang does a basic eye test on children in the field in Haiti. Photos: Allison Joyce for Lumoon Vision

Eventually, Kang sold K&L Advertising in 1998 to Young & Rubicam. Since then, Kang has served as CEO of GIIR, a publicly traded marketing communication group in Korea, and founded Inmost Partners in 2007.

Kang also had a penchant for developing new businesses, particularly those with a mission of social good, investing in an Asian-language directory service, an art gallery dedicated to Asian-American artists, and a pizza chain intended to bring income to retirees.

Kang's talent for spotting business opportunities led him to the concept for Lumoon Vision.

He noticed that eyeglasses are more expensive in the U.S. than in other countries. His first thought was to open a chain of affordable eyeglass shops and use the profits to distribute glasses in developing countries. After more research, Kang found that children most often went without glasses because doctors on mission trips typically recycle adult glasses, few of which can be fitted to a child. He rewrote his business idea to concentrate on providing glasses to poor children.

Kang's business model came into focus during the past two years. At local eye stations in the Dominican Republic, Haiti, and Mexico, staff conduct eye exams, then upload the results to a website. Doctors volunteer online to write lens prescriptions. A factory in Mexico makes the lenses and frames, then sends them to local staff for distribution.

The truly innovative feature of Lumoon is a website where the public can give glasses to a child for \$25. Next year, Lumoon plans to establish three permanent eye stations providing 6,000 eyeglasses a year.

"It's hard to imagine that there are hundreds of millions children who only see the world as blurred shapes and colors—they can't really learn, they can't run around," Kang says. "Studies show that eyeglasses are one of the best investments you can make because it enhances a person's life in such a profound way."

As Lumoon launches this spring, Kang wants to continue uniting people and resources to make a difference, with a special eye on what he considers an underutilized resource: money.

"I see money as a medium of exchange," he says. "We should be using it for things that create the best value—building a business or supporting a cause impacting thousands of people is something really worthwhile."

While Kang didn't study business at Cornell, he insists that his College of Human Ecology training guides him today.

"A Human Ecology education is about finding a way to make an impact on society," he says. "That's why it's a great school. It's finding ways to help people live better."

LINK www.lumoonvision.org

Off the Beaten Track to Medical School

Unexpected classes and on-the-ground experiences lead Jessica Hippolyte toward a career in public health.

BY SHERI HALL

When Jessica Hippolyte '08 arrived on the Ithaca campus, she knew that she wanted to be a doctor. As a Human Biology, Health, and Society major, she learned exactly what kind of doctor she wanted to be: a physician focused on public health.

Hippolyte arrived at that realization through a combination of coursework and community engagement—service and research projects where she directly observed how inequality and social and cultural factors can influence human health.

Since graduating from Cornell, Hippolyte has earned a master's degree in public health and spent two years working on an intervention to fight chronic disease in Harlem and the South Bronx. She is preparing to enter medical school this fall.

"The experiences I had at Cornell made me fall in love with the concept of public health," she says. "When I arrived, I was on a straight path to medical school and focused primarily on science. But because of the interdisciplinary approach of the HBHS major, I became interested in fields that I had never even considered.

"As a result, I feel better prepared for medical school," she says, "and I know I want to focus on prevention and health disparities in this country and abroad."

Hippolyte was influenced by courses she never expected to like. A course in global health taught by DNS professor **Rebecca Stoltzfus** spurred her interest in international health, and the DEA course *Making a Difference through Design* demonstrated the intersection between leadership and design and its influence on health.

Hippolyte's experiences outside of the classroom also shaped her goals for the future. In 2006, she traveled to New Orleans with Cornell's Katrina on the Ground Team sponsored by the Black Student Union to help rebuild homes damaged by the storm. She was assigned with a group of students to gut the home of a man who lived in the lower Ninth Ward.

"It wasn't until I got there that I really understood the magnitude of the devastation," she says. "The experience exposed me to the economic and health disparities that exist in the U.S. That was when I really started to affirm my desire to help underrepresented communities and work on health disparities."

Hippolyte reaffirmed that commitment during an internship experience at Cornell. She participated in Urban Semester, an experiential learning program where students pair an internship with learning about the culture of New York City. Hippolyte worked at the Women, Infants, and Children center to educate expecting mothers on the importance of breastfeeding.

"It was another opportunity where I saw the positive influence public health could have on a community," she says.

From clinic to community

After graduating from Cornell, Hippolyte earned her master's degree in public health at George Washington University with a concentration in global health and program development, spending three months working at a medical clinic in Haiti.

"That experience showed me exactly what I wanted to do," Hippolyte says. "It was amazing to see how doctors can take what they are seeing in the clinical setting and address a bigger problem by utilizing research and community-based programs to improve the health of the general population."

After graduate school, Hippolyte returned to Cornell, where she assisted the NIH-funded study *Small Changes and Lasting Effects (SCALE)*, a clinical trial by an interdisciplinary team of health professionals to encourage residents of the South Bronx and Harlem—two of the unhealthiest counties in New York, where fast food restaurants reign and there is little access to affordable recreation—to make small changes in their eating behaviors and physical activity levels. Physicians from Weill Cornell Medical College work with Cornell faculty members focused on nutritional sciences, marketing, statistics, sociology, and human development to find the interventions that make the biggest impacts.

"It was inspiring to work with physicians who could identify an epidemic in a clinical setting and then translate their findings into

“The experiences I had at Cornell made me fall in love with the concept of public health. Because of the interdisciplinary approach of the HBHS major, I became interested in fields that I had never even considered.”

interventions that impact the greater community,” Hippolyte says. “I also learned how interventions can be more effective when you meet the community in their own environments, such as churches.”

She spent two years working on SCALE before enrolling this year in MEDPATH, a post-baccalaureate program at Ohio State University College of Medicine, where she is taking graduate-level science courses and preparing to start medical school in August 2013.

“I’m re-immersing myself in the rigorous academic environment,” she says. “I’ve always been really grateful to the College of Human Ecology. Now that I reflect back, the emphasis on interdisciplinary education and collaboration really shaped what I’m doing now.”



SLOAN *Update*

Weathering the Storm

Sloan alumni use critical thinking and emergency planning to manage natural disasters.

BY SHERI HALL



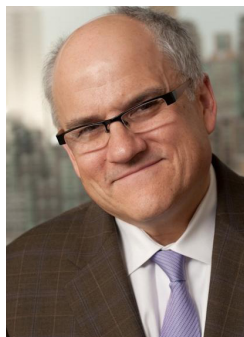
A patient is evacuated from NYU Langone Medical Center after the facility lost power due to Hurricane Sandy.
Photo: Getty Images

As Hurricane Sandy engulfed New York City Oct. 29, **Lee Perlman, Sloan '82**, worked nonstop with city and state officials at the New York City Office of Emergency Management's Healthcare Evacuation Center to ensure that the city's health care system remained intact.

As executive vice president of the Greater New York Hospital Association, part of Perlman's role is to help coordinate medical

system responses when crises occur. During Hurricane Sandy, that meant managing the logistics of hospital and nursing home closures and patient transfers and extending care to those in need.

"In 30 years working in the health care industry, this was the single most stressful thing I have done," he says. "I'm thrilled to say that none of our patients lost their lives. It's a credit to the community we have in New York."



Lee Perlman



Jeff Bokser



Alan Lieber



Katie Bonanno Slattery

As recent destructive storms like Sandy and Hurricane Katrina have shown, health care executives must be on guard for catastrophic events that could put patients and facilities at risk. Several Sloan Program in Health Administration alumni helped guide hospitals damaged by Sandy, and many others have coordinated emergency responses during previous natural disasters. These crises require a special brand of leadership, Perlman says.

“The number one thing I’ve learned in my career is that leadership is critical, and especially in an emergency,” he says. “You can’t just be a participant, you have to be willing to give direction and be in charge. That’s something I learned at Sloan.”

On the front lines

While Perlman helped coordinate the citywide health care response during Sandy, other Sloan alumni were on the ground at area hospitals to make sure patients stayed safe and were cared for.

Jeff Bokser, Sloan ’01, vice president for safety, security, and emergency services at NewYork–Presbyterian Hospital, served as the hospital’s incident commander during Sandy. He worked around the clock—even sleeping at the hospital for several days—to manage the storm’s fallout, which included spikes in the electrical grid and flooded roadways that blocked access to the hospital’s facilities.

“Hurricane Sandy tested every aspect of our disaster plan,” Bokser says. “Our team and our staff showed true passion and commitment throughout the storm. This made the difference in keeping all five of our campuses operational.”

Under Bokser’s leadership, NewYork–Presbyterian implemented systems to accommodate a surge of hundreds of additional patients evacuated from nearby hospitals during the storm.

Meanwhile, in storm-soaked Summit, N.J., **Alan Lieber, Sloan ’82**, coordinated the response at Overlook Medical Center, where he serves as president.

Despite widespread power outages in New Jersey after Sandy, Overlook maintained power at its main hospital thanks to a new trigeneration power plant that runs on natural gas. More than 400 employees stayed overnight to care for patients, and Lieber welcomed family and community members for meals and Internet access.

Lieber’s planning helped ensure that doctors who didn’t make it to work checked in remotely to help with patient care. A few days after Sandy, an Overlook neurologist was stuck at home without power. But that didn’t stop him from driving around for 25 minutes to find a

wireless signal to remotely read a stroke patient’s CT scan. As a result, the patient received an intravenous clot-busting treatment that prevented permanent brain damage.

“While we were presented with many obstacles, our staff and our friends really stepped up to meet the challenge,” Lieber says.

Plan, revise, react

The key to responding to major disasters is to work from a comprehensive plan, but also to be flexible enough to make rapid, complex decisions during a crisis, say Sloan graduates who have coped with natural disasters.

Katie Bonanno Slattery, Sloan ’04, currently executive director of Inova Joint Replacement Center and Orthopedics in Alexandria, Va., was the manager of clinical operations at Ochsner Health System in New Orleans during several hurricanes.

“Understanding disaster planning is key, so that when you’re going through it, you know exactly what to do,” says Bonanno Slattery, who worked through Katrina. “The ability to work well in groups is also important. The Sloan Program focused on working in teams and taught me how to collaborate with people from different backgrounds and with different leadership styles. I learned how to maximize everyone’s potential.”

A Prescription for Success

Medical students reflect on how Sloan broadened their view of the field.

BY DANI CORONA

For Sloan graduates opting to become physicians, a thorough education in America’s ever-evolving health care industry has provided them an edge in the medical school application process along with a well-rounded view of health administration and policy.

Brooke Hollis, Sloan ’78, executive director of the Sloan Program in Health Administration, believes that the program’s training in health care economics, management, and leadership—topics not covered deeply in medical school—gives graduates a strong advantage as future physicians.

“While each medical school has its own admission philosophy, the Sloan graduate applicant comes with additional experiences in the form of an internship and capstone projects that are typically in a

hospital or practice,” Hollis says. “They also bring a much broader perspective and understanding of the health care system than traditionally prepared fellow medical students.”

Sarah Mongiello, Sloan '11, currently enrolled at Emory School of Medicine, entered the Sloan Program after hearing multiple physicians express a longing for business experience—a decision that she says has paid off in many ways.

“My time at Sloan helped me enter medical school more focused and more confident in my decision to become a physician,” Mongiello says.



Mongiello’s MHA degree also created many unexpected opportunities. While on surgical rotations, she talked with an attending physician about the complexities of health care policy. The doctor turned out to be the hospital’s chief of surgery, who—impressed by their brief debate—took her on as a mentee.

“The combination of an MHA and an MD has already opened so many doors,” Mongiello says. “Being able to reconcile a physician’s desire to give the best care to every patient and the administration’s desire to ensure that the hospital remains profitable enough to treat every patient allows you to communicate more thoroughly with people from all divisions of health care and devise creative solutions that others may not have seen.”



For **Alexander Slade, Sloan '08**, an MD/PhD student at the University of Illinois, Sloan experiences continue to enhance his ability to investigate health economics and policy while practicing medicine.

“Exposure to the management and economics aspects in the Sloan Program gave me a strong foundation from which I can generate research questions and ideas,”

Slade says. “In my medical studies, having an understanding of the organizational context is helpful when interacting with other physicians, nurses, and administrators.”

Some Sloan graduates, such as **Erwin Wang, Sloan '09**, credit the program with allowing them to evaluate medicine from a different angle.

“The way physicians can practice medicine is quickly changing with the Affordable Care Act,” says Wang, adding that his Sloan training—along with a year as a health policy consultant at The Lewin Group—offered him a broader view of the field.

Now a student at Georgetown University School of Medicine, Wang appreciates his ability to adapt to the shifting health care system.

“As I consider what specialty I would like to pursue as a resident, I am using the knowledge I gained from Sloan to inform my research,” he says. “I still recall specific lectures about changes in supply and



demand patterns for different specialties. I am also open to numerous career paths while I practice as a physician or afterward, including health policy and business.”

As more Sloan graduates like Mongiello, Slade, and Wang blend their knowledge of management with medicine, Hollis ultimately sees a possibility for them to help shape the future of the American health care system.

“There will be a large group of physicians in the Congress this year. Perhaps some of our MHAs who go on to become MDs will consider a path like this in the future as well—tapping into both areas of training to influence policy,” Hollis says.

Dani Corona '15 is a student communications assistant in the College of Human Ecology.

Merck innovation expert credits Sloan, scholarship support with opening doors

BY SANDI MULCONRY

As special assistant to the chief technology officer at the U.S. Department of Health and Human Services, **Arnaub Chatterjee, Sloan '07**, worked at the intersection of business and health policy for more than a year.

The job, which Chatterjee left in December 2012 for a position focused on medical innovation at Merck, allowed him to contribute directly to the federal government’s drive to improve health care through new technologies and advanced data analysis.

He described the position as “constantly trying to discover new trends in health data, looking at the world of health information exchange, looking at how information powers the way decision-making occurs.”

“Internally, we were trying to make government a place that can match the intensity of innovation of the Googles and the Apples of the world,” he adds.

Now at Merck, Chatterjee serves as associate director of operations for the Office of the Chief Medical Information and Innovation Officer, where he is responsible for building partnerships among Merck and major health data organizations.

Chatterjee, who earned his MHA degree concurrent with an MPA, appreciated the Sloan Program’s flexible scheduling and the ability to take classes in an interdisciplinary environment. “Sloan prepared me well to handle a variety of management challenges,” he says.

Scholarship support helped make much of it possible, he adds.



"The support I received from the Bernard and Bonnie Kershner Sloan Graduate Award opened many doors. Financially, it gave me the support to attend a great university like Cornell. But more importantly, it reaffirmed that Cornell was serious about bringing me on board and committing to my education and well-being."

The Sloan Program Sesquicentennial Scholarship Campaign, announced in May 2011, seeks to raise \$2 million in support of student scholarships by the end of 2015. For more information, visit www.sloan.cornell.edu.

WAGNER DINNER

Sloan Alumni Reunion Weekend set for May 3–5

Sloan Program graduates are invited to reconnect with classmates and friends at the annual Sloan Alumni Reunion Weekend, May 3–5, 2013, at Cornell. Highlighted festivities include an alumni reception, power breakfast with health care leaders, the Wagner Dinner Celebration, and a golf outing.



Reginald M. Ballantyne III, Sloan '67, senior corporate officer of Vanguard Health Systems, Inc., which oversees more than two dozen hospitals and medical facilities across the U.S., is scheduled to deliver the keynote Wagner Dinner Celebration address at Country Club of Ithaca on Saturday, May 4. The reception begins at 5:30 p.m., followed by dinner at 6:30 p.m. and program at 7:30 p.m.

Look for your invitation in the mail in April. For more details, visit www.human.cornell.edu/alumni/events/index.cfm or contact the Human Ecology Office of Alumni Affairs and Development at 800-453-7703 or headad@cornell.edu.

In brief

Magazine ranks alumnus as second-most influential person in health care



Mark Bertolini, Sloan '84, chairman, chief executive officer, and president of Aetna, ranked second on *Modern Healthcare* magazine's 100 most influential people in health care—one slot behind U.S. Supreme Court Chief Justice John Roberts and two ahead of President Barack Obama. The article notes how Bertolini is steering Aetna's response to federal health care

reform laws and setting an example for other health care companies adapting to the new regulatory landscape. Bertolini is a vocal public advocate for integrating technology to make the health care system more efficient for providers and patients.

Collaboration leads to journal article

Sloan Program executive director **Brooke Hollis, Sloan '78**, co-authored a paper assessing industry efforts to adopt hospitality approaches in hospitals and other medical facilities. The article, "The Application of Hospitality Elements in Hospitals," appears in the Jan/Feb 2013 issue of the *Journal of Healthcare Management* (58:1). Hollis joined with co-authors **Zig Wu, MS '11**, strategic facilities planner at Hoag Health System in California, and **Stephani Robson '88, MS '99, PhD '10**, senior lecturer in the School of Hotel Administration, on the paper. The article examines evidence-based design strategies in health care and assesses such trends as the widespread adoption of Hospital Consumer Assessment of Health Plans Survey, a standardized survey of patient satisfaction with hospital care.

Student wins NAHSE scholarship award

The New York chapter of the National Association of Health Services Executives (NAHSE) awarded **Daly Guillermo, Sloan '14**, with a 2012 Educational Scholarship award. The NAHSE's competitive scholarship program is open to minority students nationwide pursuing careers in health care management and related fields. Guillermo is a 2010 graduate of Cornell's School of Hotel Administration.



Brooke Hollis and Dana-Farber Cancer Institute senior vice president and guest lecturer Maria Papola, Sloan '95, use dueling rulers at a Health Facilities Planning seminar. Photo: Mark Vorreuter

80s

David Allen Techau, MS '87, is pursuing a doctorate in architecture at the University of Tasmania, Australia, with a research focus he describes as "the hedonic impact of sustainable building environments on occupant well-being." Previously, Techau was the traveling instructor with the Construction Academy at the University of Hawaii, Maui College, working with local island youths to develop the basic skills necessary to enter union apprenticeship programs and earn a living wage.

90s

Maria E. Papola, Sloan '95, was promoted to senior vice president for corporate real estate services at Dana-Farber Cancer Institute in Boston, where she had been vice president for facilities management and real estate since 2008. Before joining Dana-Farber, Papola was vice president for corporate real estate services at Saint Vincent Catholic Medical Centers of New York. Earlier in her career, Papola held various management roles at Memorial Sloan-Kettering Cancer Center after completing her administrative residency there. In addition to her masters from Cornell,

Papola holds a bachelor's degree in physical anthropology from Rutgers University. She is a longtime member of several alumni boards at Cornell, where she serves as adjunct lecturer on facilities planning.

00s

Lindsey Beth Fox '08 is enrolled in the Albert Einstein College of Medicine at Yeshiva University with an expected graduation date of 2016. At Cornell, Fox majored in human development, making dean's list all four years and being inducted into Kappa Omicron Nu, the College of Human Ecology Honors Society. After graduation, Fox worked as a clinical research coordinator on a palliative care project in the geriatrics department at Mount Sinai Medical Center. She also completed a pre-medical program at Tufts University and worked as a research assistant in the Department of Interventional Radiology at Memorial Sloan-Kettering Cancer Center. A frequent volunteer at nursing homes and assisted-living facilities throughout college and since graduation, Fox hopes to focus on geriatrics as a physician.

We want to hear from you!

Do you have news to share with your fellow College of Human Ecology alumni? Email us your news at head@cornell.edu. Marriages, childbirths or adoptions, and promotions or job changes are a few examples of the types of news we'd like to share. Keep your classmates informed about all your latest news. We look forward to hearing from you!

HE in memoriam

Esther Major Batchelder '35, Doylestown, Pa., November 25, 2012
Evelyn Petzold Carozza '35, Jupiter, Fla., September 17, 2012
Dorothea Bentley Witherspoon '37, Fort Myers, Fla., August 27, 2012
Elisabeth (Olesen) Garvais '40, MA '43, Bloomfield, Conn., November 16, 2012
Frances (Ward) Kimple '44, Syracuse, N.Y., August 20, 2012
Alma (Huber) Whittemore '45, Aiken, S.C., December 24, 2012
Marjorie (Knapp) Barron '46, Punta Gorda, Fla., December 3, 2012
Helena (Robinson) Banks '47, Albany, Ga., September 18, 2012
Janet Cook Dennard '47, Houston, Texas, October 22, 2012
Marjorie (Wells) Harrison '47, Colorado Springs, Colo., November 14, 2012
Mary Steadman Rothrock '47, Kenosha, Wis., Monday, October 8, 2012
Jeanne McNulta Fox '49, Garden City, N.Y., October 11, 2012
Patricia (Speidel) Cope '50, New Orleans, La., October 11, 2012

Corinne (Blum) Le Bovit, MS '50, Aquinnah, Mass., November 1, 2012
Ollie (Myslichuk) McNamara '50, La Jolla, Calif., November 12, 2012
Leah (Schumaker) Chamberlain '52, Captain Hook, Hawaii, October 23, 2012
Dorothy (Westfall) Mahan, M.S. '54, Western Springs, Ill., October 29, 2012
Gwendolyn (Slater) Millager '54, Rogers, Ark., December 3, 2012
Betty (Hatch) Landsberger, PhD '55, Chapel Hill, N.C., September 13, 2012
Dorothy Price Sitton, M Ed '55, Little Rock, Ark., August 14, 2012
Helen A. Bjorklund, MS '57, Boxboro, Mass., October 29, 2012
Gail (Stanton) Willis '59, Houston, Texas, November 16, 2012
Joan E. Gritzmacher, MS '63, PhD '67, Worthington, Ohio, November 5, 2012
Carol A. (Johns) Holland '71, Ithaca, N.Y., October 8, 2012



Jennifer Gerner, professor emerita of policy analysis and management who studied family and education policy and helped transform Cornell's residential communities, died suddenly October 4, 2012. She was 64.

Gerner, who joined the College of Human Ecology faculty in 1974, focused her research on the role of family characteristics and family disruption in outcomes for children, particularly education. More recently, she studied early childhood education and universal pre-kindergarten programs, finding that early schooling yields short- and long-term developmental benefits for children.

She became an associate professor in 1980 and a full professor in 1994. She was named a professor emerita in September 2012.

Gerner was deeply involved in campus life and helped lead efforts to redefine Cornell's residential communities in the late 1990s and to develop a master plan for campus housing. As chair of the Residential Communities Committee, she helped plan for the faculty-led house system that makes up much of modern-day West Campus. From 1993 to 1997, she was a faculty-in-residence at Sperry and Balch halls.

She is survived by two sons, Joshua Gerner, a systems administrator for Cornell Information Technologies, and Nicholas Gerner '05, ME '06.



Irving Lazar, professor emeritus of human service studies and Human Ecology faculty member from 1972–1991, died May 1, 2012. He was 86.

As the first chair of the Department of Human Service Studies (precursor to Policy Analysis and Management) from 1972–1981, Lazar led efforts to bring together social science disciplines focused on program planning and management, policy analysis, and program evaluation in health, education, and human service contexts.

In the mid-1970s, he founded and directed the Consortium for Longitudinal Studies, a national group of 11 academic researchers to study the long-term effects of early education on the lives of children from low-income families. As the public face of the consortium, Lazar presented its findings to Congress and policymakers in more than 40 states, helping to preserve Head Start funding and to expand early childhood programs in many states.

After retirement, Lazar served as an external faculty member at the Santa Fe Institute, where he investigated complexity theory and infants.

Lazar is survived by his wife, **Jules Marquart, PhD '88**, and children Kathryn, JD '76, Jim, and Richard.



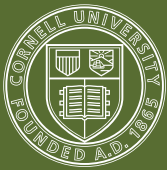
Ruth Schwartz, professor emerita in Cornell's Division of Nutritional Sciences, died September 19, 2012, as the result of a motor vehicle accident. She was 87.

Schwartz's research focused on the relationships between dietary magnesium and protein, especially the measurement of mineral absorption, bioavailability, and utilization in animals and humans using in vitro techniques as well as stable isotopes. She developed methods that used stable isotopes to study magnesium absorption, and she studied the relationships among iron and aluminum absorption and dietary factors.

Schwartz was born in 1924, in Berlin, Germany, to parents who were from Russia and Poland. In 1939, at age 14, she was sent to London under the "Kindertransport," a rescue mission that took place nine months prior to the outbreak of World War II. This was the last Schwartz saw of her parents, who died in World War II.

She went on to earn a BS in chemistry and physiology in 1947 and a PhD in nutritional biochemistry in 1959 from London University, England. In 1970, she joined the Cornell faculty as an associate professor of nutritional sciences in the College of Human Ecology and was promoted to professor in 1979. She retired in 1993 and became an emerita professor in 1998.

Schwartz is survived by a brother, extended family, and her longtime companion, Seymour Smidt, professor emeritus of finance.



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In 1914, the Smith-Lever Act was signed, providing tremendous support for Cornell to give “instruction and practical demonstration in agriculture and home economics to persons not attending or resident in said [land-grant] colleges.”

This photo, believed to be taken shortly after World War I, shows early extension efforts by the then-Department of Home Economics to monitor children’s height and weight at nutrition clinics designed to help safeguard the health of New York families. The war broadened the department’s vision, pushing it to develop community health programs that would eventually lead to the College of Human Ecology’s modern focus on human health and well-being.

—Dani Corona ’15



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