Public Health Research
Public health officials are faced with many ongoing and emerging challenges: determining the impact of the Affordable Care Act, strengthening our public health infrastructure, reducing health disparities, emergency preparedness, monitoring chronic disease, and understanding the relationship between health and the environment. Public health decision makers need high quality data and analyses to help them address these issues.

NORC’s Public Health Research department offers a range of research capabilities, including quantitative and qualitative data collection and analysis. The Public Health Research team includes prominent health policy experts, nationally recognized public health researchers, and leaders in the field of survey design and implementation. The staff represents a broad multidisciplinary spectrum spanning public health, epidemiology, statistics, policy, psychology, economics, sociology, social work, and political science.

The Public Health Research team is committed to NORC’s core mission of conducting research of the highest quality that serves the public interest, and builds long-term relationships among staff, partners, and sponsors through collaborative efforts to improve health and health care for all people.

**Areas of Expertise:**
- Human development
- Maternal and child health
- Vaccines and immunization
- Influenza
- Health information technology
- Environmental health
- Public health systems and services research
- Special populations
  - Veterans
  - Health care workers
- Health disparities
- Rural health
- Disease prevention surveillance
- Medicare and Medicaid

**Major Capabilities:**
- Telephone, mail, web, and in-person survey data collection
- Survey design
- Cognitive interviewing and focus groups
- Sample design and survey methods
- Program evaluation
- Performance measurement
- Biomeasure and environmental data collection
- Database design and implementation
- Quantitative and qualitative data analysis
- Technical assistance and program support
- Stakeholder interviews and site visits
- Data translation and dissemination
Sample Projects

Evaluation of Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.). NORC conducts two projects related to the Centers for Disease Control and Prevention's REACH U.S. program. The first, an annual survey in 28 REACH U.S. grantee communities, provides quantitative data to measure progress toward eliminating racial and ethnic health disparities in several health priority areas. In the second, NORC uses existing data and a literature review to assess the role of cultural tailoring and translation on grantees’ activities related to policy, system, and environmental changes.

National Children’s Study (NCS). The NCS is a landmark, longitudinal cohort study sponsored by the National Institute of Health (NIH). The NCS will examine the effects of environmental influences on the health and development of 100,000 children in 105 locations from preconception to 21 years of age. During the current pilot phase, NORC serves as the Field Support Coordinating Center to NIH—assisting 40 study locations—and is directly partnered with nine study locations to provide statistical, methodological, and data-collection services.

Technical Support of the Development of Healthy People 2020. NORC has been supporting the Office of Disease Prevention and Health Promotion (ODPHP) for five years on the development of Healthy People 2020. NORC provides logistical and content-related support for the Federal Advisory Committee and the Federal Interagency Workgroup; collaborates on the design of a data warehouse to collect and support analysis of public comments; and supports civic engagement processes and public education for the initiative.

National Immunization Survey (NIS). Administered on behalf of the Centers for Disease Control and Prevention by NORC since 2005, the NIS monitors childhood immunization coverage. This household survey screens more than 6 million sampled telephone lines yearly. The NIS Provider Survey requests permission to contact eligible children’s medical providers, and sends those providers an immunization history questionnaire. Household and provider data are combined to produce timely estimates of children's vaccination coverage rate for national, state, and local areas. A companion survey, the NIS-Teen, monitors vaccination coverage among teenagers aged 13-17 years.

National Profile of Tribal Public Health Agencies. For the Robert Wood Johnson Foundation, and in partnership with the National Indian Health Board (NIHB), NORC is conducting analyses of NIHB’s national profile of tribal public health agencies and developing recommendations for future tribal profile efforts. The profile includes information regarding tribal public health budgets, staffing, leadership, program areas, and priorities.
**SENIOR STAFF**

**Michael Davern, Ph.D.**  
Senior Vice President and Director  
Population health, health insurance coverage, access to health care, data linkage, data dissemination

**Angela DeBello, M.A.**  
Vice President  
Health surveys, hard-to-reach populations, health disparities, children's health

**Caitlin Carroll Oppenheimer, M.P.H.**  
Vice President  
Program evaluation, qualitative research, disease prevention and health promotion

**Eloise Parker, M.A.**  
Associate Director  
Survey design and management, children's health, international projects

**Karen Harris Brewer, M.P.H.**  
Senior Research Scientist  
Chronic disease prevention, obesity, health promotion, qualitative analysis

**Larry Bye, M.A.**  
Senior Fellow  
Design and evaluation of social marketing/change campaigns, policy and behavioral research, survey methods, program evaluation

**Cheryl Austein Casnoff, M.P.H.**  
Senior Fellow  
Health information technology, public health insurance, children's health, public health policy

**Felicia Cerbone, M.A.**  
Senior Research Scientist  
Project management, technical assistance, mental health

**Oscar Espinosa, M.A.**  
Senior Research Scientist  
Program evaluation, health disparities, performance indicators

**Shara Godiwalla, M.P.H.**  
Senior Survey Director  
Survey management, public health, children's health, health disparities, international health

**Elizabeth Hair, Ph.D.**  
Senior Research Scientist  
Maternal and child health, questionnaire development, quantitative analyses, program evaluation

**Alana Knudsen, M.A.**  
Vice President  
Health surveys, hard-to-reach populations, health disparities, children's health

**Heather Morrison, M.A.**  
Senior Survey Director  
Survey design and management, health disparities, children's health

**David B. Rein, Ph.D.**  
Principal Research Scientist  
Infectious disease, cost-effectiveness and outcomes research, burden of disease, program evaluation, public health economics, applied simulation modeling, econometrics

**Helen Suh, Sc.D.**  
Program Area Director  
Environmental health, exposure assessment, environmental epidemiology, environmental measurements, health disparities, children's health, quantitative analyses, study design

**Bess Welch, Ph.D.**  
Senior Survey Director  
Survey design and management, children's health

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**NORC at the UNIVERSITY of CHICAGO**

**DOWNTOWN CHICAGO**  
55 East Monroe Street  
30th Floor  
Chicago IL 60603  
(312) 759-4000

**UNIVERSITY OF CHICAGO**  
1155 East 60th Street  
3rd Floor  
Chicago IL 60637  
(773) 256-6000

**DC METRO**  
4350 East-West Highway  
8th Floor  
Bethesda MD 20814  
(301) 634-9300

**ATLANTA**  
3520 Piedmont Road, N.E. Suite 225  
Atlanta GA 30305  
(404) 240-8400

**BOSTON**  
225 Friend Street Suite 204  
Boston MA 02114  
(617) 316-3700

**SAN FRANCISCO**  
225 Bush Street  
16th Floor  
San Francisco CA 94104  
(415) 439-8824

1 North State Street  
16th Floor  
Chicago IL 60602  
(312) 759-5200

1730 Pennsylvania Avenue  
2nd Floor  
Washington DC 20006

www.norc.org | research@norc.org