

# Daniel C. (Dan) Rutz, MPH

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## Introduction

Dan Rutz joined CDC in the wake of the 2001 terrorist and bio-terrorist attacks on the United States. He was recruited to improve public health communication around emergency and other acute events, and began a second career following 18 years as CNN on-air Medical and Senior Medical Correspondent. At CDC, he moved rapidly into risk communication; strategic public health communication; media training; peer mentoring; behavior change; and academics. In recent years he developed comprehensive demand creation approaches for acceptance of voluntary medical male circumcision (VMMC) as an HIV prevention measure in high-prevalence countries across eastern and southern Africa. He continues these pursuits as an independent agent following his December, 2016 retirement from CDC.

## Experience

### 2017 – Dan Rutz, LLC, Marietta, GA

- Communication Strategist in behavior change for VMMC and other public health demand creation priorities; partner recruitment and empowerment; optimized clinical services; media engagement; peer recruitment; public health emergency and crisis communication; reputation management; issues resolution
- Trainer, Facilitator, Counselor in risk communication practice, domestic violence prevention, responsible, healthy masculinity, news media engagement and management, journalism training, public health communication practice
- Academic Instructor, with capacity to plan, and conduct graduate level instruction in classroom, remote (Internet based) and combination formats, both full course and workshop settings
- Public Speaker, (live, radio, television, or webcast) on host of public health issues, including emerging infectious diseases, i.e. Zika virus, bioterrorism, and non-communicable issues, domestic violence prevention, responsible, healthy masculinity, tailored to all audience levels
- Focus Group Facilitator
- International Liaison, for advancement, facilitation and resolution of client interests

## Positions

### 2002 – 2016; Centers for Disease Control and Prevention (CDC), Atlanta, GA

- Health Communication Lead – Division of Global HIV/AIDS; Bio-Medical Prevention Team
  - Directed CDC and co-directed PEPFAR\* VMMC demand creation activities
  - Edited, co-produced VMMC Demand Creation Toolkit
  - Facilitated VMMC demand creation with CDC implementing partners in Botswana, Malaysia, Namibia, South Africa, Zambia, and Zimbabwe
  - Counseled African host-country ministries of health in VMMC enhancement and provided quality assessment of VMMC programs including clinical services
  - Provided extensive news media training on HIV prevention strategy across Africa
  - Engaged, and gained trust/cooperation of Traditional Leadership and faith based organizations in PEPFAR countries
  - Developed guidelines, standards, and materials, i.e., job aids, for VMMC community mobilization, client and provider education, stakeholder recruitment, peer engagement, and news media relations
  - Provided timely intervention to adverse events, publicity, and actions including appropriate response strategies and materials
  - Appeared on host country radio and television broadcasts and print interviews on behalf of VMMC advancement and other relevant public health issues
  - Lectured academic, media, and other key audiences on public health rationale for VMMC
  - Directed and facilitated news media workshops on VMMC's role in HIV control
  - Advocated consistently for an AIDS-Free Generation across Africa

\*President's Emergency Plan for AIDS Relief

## Special Engagements

- Peer Reviewer – Emerging Infectious Diseases Journal
- Health Communication Specialist; Center for Global Health – Office of the Director
- Lead, Global Health Communication Team – National Center for Health Marketing
- Acting Division Director – Division of Partnerships and Strategic Alliances
- Associate Director of Communication Science – National Center for Preparedness, Detection, and Control of Infectious Diseases
- Acting Associate Director of Communication Science—Coordinating Center for Infectious Diseases
- Associate Director of Communication -- National Center for Infectious Diseases (NCID)
- ORISE Fellow, Special Assistant for Communications (NCID)
- Emergency Communication System (ECS) co-lead -- West Nile Virus Outbreak (2002)
- ECS co-lead – SARS global outbreak (2003)
- ECS co-lead --monkey pox epizootic outbreak (2003)
- Consultant – World Health Organization (WHO) Outbreak Communication Guidelines (2002-2006)
- Consultant/Editor – WHO Public Health Emergency Media Guide Development (2006-2007)
- Consultant – (2005) International Health Regulations (IHR) education program (2005-2006)
- HHS/CDC Delegate – Global Health Security Initiative Global Health Security Action Groups (GHSI/GHSAG) Risk Management and Communication Specialist (2005-2010)
- (2005) IHR Roster of Experts Member (2006-2011)
- Consultant – WHO World Hepatitis Day coordination (2011)
- Lecturer – Taiwan Health Ministry Summit on Pandemic Influenza (2011,invited 2012)
- Health Communication Workshop Developer/Facilitator & Instructor for health science journalists; ministries of health; CDC; clinician; academic; policy/political; stakeholder and public audiences; CDC Country Offices; National Public Health Information Coalition (NPHIC); US State Department; Department of Defense; Broadcasting Board of Governors (Voice of America); Emory University (2006-2016)

### Representative activities under this heading include:

- National Taiwan University – lecturer on influenza immunization advocacy and media engagement around global health issues Taipei, Taiwan
- American Medical Association – faculty, Health Communicators Workshop Tampa, Florida
- World Health Organization—Public Health Communicators Workshop on Outbreak (Risk) Communication around Pandemic Influenza Cairo, Egypt
- Department of State – Pandemic Influenza Media Workshops Kano, Abuja, Lagos, Nigeria
- Department of State – Chilean Embassy Pandemic Influenza Workshops, Santiago Chile
- Carolina Hospital Association – Pandemic Influenza Overview Isle of Palms, SC
- HHS Regional Crisis Emergency Risk Communication Training New York, NY; Boston, MA, Washington DC
- Idaho State University Conference on Health – Pandemic Influenza lecture Pocatello, ID
- WHO – International Health Regulations Development Workshop Lyon France
- Institute for Water and Public Health Research – Risk Communication Houston, TX
- 5<sup>th</sup> Congress on Infectious Diseases – “Update on Infectious Diseases” Lisbon, Portugal
- Department of State – Pandemic Influenza Media Workshops Jakarta, Surabaya, Medan, Indonesia
- GHSI Risk Management and Communication Working Group Mexico City, Mexico
- World Health Organization (WHO)– Public Health Crises in cities Lyon, France
- Department of State – Pandemic Influenza Media Workshops Hanoi; Ho Chi Minh City, Vietnam
- Department of State – Pandemic Influenza Media Workshops New Delhi, Kolkata, India
- Department of State – Pandemic Influenza Workshops Dhaka, Bangladesh
- Department of State – Pandemic Influenza Workshops Beijing, Chengdu, Kunming, Fuzhou, China
- Department of State – Pandemic Influenza Workshops Kathmandu, Nepal
- American Cancer Society – Risk Communication Workshop Rio de Janeiro, Brazil
- United States Army – Risk Communication Lecture, Bethesda, MD
- Department of State – Pandemic Influenza Workshops II New Delhi, Kolkata, India
- Department of State – Pandemic Influenza Academic Lectures Lima Peru
- United States Commissioned Corps.—Risk Communication Training Buenos Aires, Mendoza, Argentina
- Voice of America – Public Health Emergency Media Workshops Johnson City, TN
- Department of State – Pandemic Influenza Media Workshops Kingston, Jamaica
- Department of State – Pandemic Influenza Media Workshops Chongqing, Guangzhou, Beijing China
- American Institute in Taiwan - Pandemic Influenza Lectures Taipei, Kaohsiung, Taiwan

- Saudi Ministry of Health Conference on Mass Gatherings: Plenary Lecturer  
Jeddah, Saudi Arabia
- Voice of America – Emerging Infectious Disease Workshops Dubai, United Arab Emirates  
Tbilisi, Georgia (Rep.)
- CDC – Public Health Lecture, Centenary College  
Hackettstown, NY
- International Center for Journalists – workshop faculty  
Nairobi, Kenya
- Florida Society of Environmental Analysts – Zika virus presentation  
Jupiter, FL

### 2008 – present Emory University, Rollins School of Public Health, Atlanta, GA

- Adjunct Professor *Integrated Communications Strategies*; Executive MPH program
- Thesis / culminating experience advisor and (by request) committee chair
- Career guidance counselor

### 1999-2002 Independent health communication consultant, Marietta, GA

- 2002, consultant, producer/ correspondent, Ivanhoe Productions  
Orlando, FL
- 2002, consultant, Partnership for Sustained Elimination of Iodine Deficiency,  
Emory University  
Atlanta, GA
- 2000-2002, consultant, Torre Lazur Public Relations (Ortho BioTech)  
Parsippany, NJ
- 2002, Faculty, American Medical Association Health Reporters Conference  
New Orleans, LA
- 2002, Panelist, "Medicine and the Media," Mayo Clinic  
Rochester, MN
- 2001 consultant, CDC Bio-terrorism Communication Conference  
Atlanta, GA
- 2001, Speaker, National Program of Cancer Registries Program  
Atlanta, GA
- 2001, speaker, South Asia Against AIDS Foundation, "One Day, All People"  
Duluth, GA
- 2001, Educational Consultant – adjuvant breast cancer treatment study for International Breast  
Cancer Research Foundation (IBCRF),  
San Francisco, CA
- 2001, Moderator, American Medical Association Health Reporters Conference plenary session on  
"Current Trends in Health Journalism,"  
San Diego, CA
- 2001, Consultant: journalist seminar on genital herpes for Torre Lazur Public Relations  
New York, NY
- 2000, Video producer, field producer, writer, editor, *Genital Herpes Threat* for Torre Lazur Public  
Relations (Glaxo Smith Kline)  
New York, NY; Detroit, Mi., Atlanta, GA
- 2000, Correspondent, National STD Prevention Conference  
Milwaukee, WI
- 2000, Correspondent, American College of Allergy, Asthma and Immunology Conference  
Seattle, WA
- 2000, Correspondent, International Union Against Cancer (UICC) Conference  
Seattle, WA
- 2000, lecturer, Cancer Control Seminars, International Campaign for Establishment and  
Development of Oncology Centers (ICEDOC)  
Tbilisi, (Rep. of) Georgia
- 2000, Correspondent, interviewer, HealthTheatre.Com, BIO Partnering Ventures Conference  
Santa Barbara, CA
- 2000, Consultant, HealthTheatre.Com, National Association of Broadcasters Conference  
Las Vegas, NV
- 2000, Producer, HealthTheatre.Com US Health Service TV Network pilot  
Miami, FL
- 2000, Correspondent, HealthTheatre.Com, BIO Biotech marketing conference,  
Boston, MA
- 2000, Facilitator, Medascend.Com Know Sleep, *CME Symposium Advances in Sleep Medicine*  
Fairfax, VA
- 2000, Correspondent, HealthTheatre.Com, BIO-tech industry marketing conference  
New York, NY
- 2000, signatory, *Charter of Paris*, World Summit Against Cancer  
Paris, France
- 1999, Panelist, National Comprehensive Cancer Network,  
Fort Lauderdale, FL
- 1999, Panelist, Tufts University Roundtable, *A Challenge: Science Communication for the New  
Millennium*  
Boston, MA

- 1999, Lecturer, Last Acts conference on end-of-life issues (Robert Wood Johnson Foundation) Birmingham, AL
- 1999, Moderator, University of Arizona debate between Dr. Andrew Weil and Dr. Arnold Relman Tucson, AZ
- 1999, Panelist, National Managed Healthcare Conference, Atlanta, GA
- 1999, Lecturer, Trauma, Anesthesia, and Critical Care Society Conference, Chicago, IL
- 1999, Lecturer, *Portrayal of Mental Illness in the Media*, Carter Center Atlanta, GA
- 1999 Consultant, International Union Against Cancer prostate cancer conference Paris, France
- 1999. Lecturer, Health journalism conference of the International University Menendez Pelavo, Santander, Spain
- 1999, Panelist, focus group, *Surgeon General's Report on Mental Health*, Carter Center Atlanta, GA
- 1999, Lecturer, *Seminar for Professionals*, Centers for Disease Control and Prevention, (CDC) Brookings Institution, Atlanta, GA
- 1999, Lecturer, International Campaign for Establishment and Development of Oncology Centers (ICEDOC) conference Vienna, Austria
- 1999, Lecturer, *Complementary and Alternative Medicine – Practical Applications and Evaluations Conference*, Stanford University, sponsor San Francisco, CA
- 1999 Lecturer, contemporary healthcare issues, Porter-Novelli Public Relations Atlanta, GA
- 1998, Appointee, Cancer Research Center Advisory Board, State Univ. of New York—Stony Brook Stony Brook, NY
- 1998, Lecturer International Conference on Infectious Diseases Atlanta, GA
- 1998, Lecturer, award recipient, Hepatitis Foundation International Conference Washington, DC
- 1998, Lecturer, American Medical Association health reporters conference, Phoenix, AZ
- 1998, Lecturer, Rutgers University, health journalism workshops, Warsaw, Krakow, Poland
- 1998, Keynote speaker, Richland Center Hospital dedication Richland Center, WI
- 1998, Lecturer, *Seminar for Professionals*, CDC, Brookings Institution Atlanta, GA
- 1998, Consultant, International Union Against Cancer (UICC) conference Rio de Janeiro, Brazil
- 1998, Panelist, *New Health Symposium*, Rodale Press Philadelphia, PA
- 1998, Lecturer, World Health Organization cancer seminar London, United Kingdom
- 1998, Lecturer, *Medicine and the Press*, Rodale Press Bethlehem, PA

**1981 — 1999 CNN - Turner Broadcasting System, Inc. , Atlanta, GA**  
**Senior on-air Health and Medical Correspondent, Managing Editor**

Produced and broadcast over 2500 national and international recorded and live reports for television, radio, and Internet

**Broadcast Documentary and Report Log and Select Video Tapes on Record**

- HIV / AIDS assignee and Correspondent, 1981-1999
- Co-hosted and produced weekly thirty minute medical news program
- Managed department of 27 employees
- Managed and administered health news and feature coverage from Atlanta and Washington DC
- 1994 EMMY Award recipient
- 20 additional national and regional awards
- Launched and managed Accent Health, CNN health program service for physician-subscriber waiting rooms

- Represented CNN as public speaker and industry resource
- Management task force participant in employee review procedures
- Advised / counseled numerous government and non-government public health organizations and initiatives (see unpaid public service below)
- Participated in advanced journalism training in academic and business settings
- Established news coverage priorities and developed strategy with network colleagues for sustained and multi-dimensional topic coverage
- Skilled in television interviewing, anchoring, hosting, narrating, writing, and production

## Education

### 2012, Men Stopping Violence, Inc. , Atlanta, GA

- Completed training program: *Men at Work: Building Safer Communities*, a two day workshop in recognizing evidence of domestic violence and appropriate intervention techniques with men linked to abusive behavior towards women or girls
- Completed 24 week immersion week course for facilitating instruction and guidance for men linked to abusive behaviors towards women and girls based on introspection, empathy, practical, i.e., life skills building, and healthy masculinity

### 1999-2001, Rollins School of Public Health, Emory University, Atlanta, GA

Master of Public Health (MPH), December, 2001

- Delta Omega Honorary Fraternity for academic excellence
- Prevention Science emphasis
- Thesis: *AIDS in the Media: Prospects for Public Health*

### 1968-1971, University of Wisconsin – Platteville, Platteville, WI

Bachelor of Science (BS), December, 1971

- Speech, broadcast emphasis
- Summa Cum Laude
- Distinguished Alumnus Award, 1990
- Keynote commencement speaker, 1992

## Affiliations

### (unpaid service)

### 1976, Wisconsin Emergency Medical Technician (EMT) , Madison, WI

- Certified Emergency Medical Technician – 1976
- Member, Platteville, WI, EMT Squad (unpaid) 1978-1980
- Member, McFarland, WI EMT Squad and Fire Department (unpaid) 1976-1978
- 2012 – Community Resource Program Member – Men Stopping Violence, Inc.  
Atlanta, GA
- 2008 – Breast Cancer Advisory Panel Member, cancer.net Editorial Board  
American Society of Clinical Oncology (ASCO) Alexandria, VA
- 1998 – Chief Consultant-Media Affairs – International Campaign for the  
Establishment and Development of Oncology Centers (ICEDOC)  
Austin, TX, Port Said, Egypt
- 2002 – Angiogenesis Foundation Board of Trustees Cambridge, MA
- 2002-2005 Patient School, Inc. Board of Directors Atlanta, GA
- 2001-2002 Hepatitis Foundation International, Liver Wellness Advisory Board  
Cedar Grove, NJ

**Awards  
(select)**

- 1997-2001 Wake Forest Univ., Addiction Studies Institute Advisory Board  
Winston-Salem, NC
- 1997-2004 International Breast Cancer Research Foundation (IBCRF),  
Board of Trustees  
Madison, WI
- 1997-2004 Ashebrooke Homeowners Association Board of Directors  
(President 1999-2000)  
Marietta, GA

**Publications  
(non-broadcast)**

- 1995-2000 National Action Plan on Breast Cancer (NAPBC) Washington, DC
- 1983-2002 Jacqueline McClure Lupus Center Board of Trustees Atlanta, GA

- 1990 UW Platteville Distinguished Alumnus Award
- 1992 UW Platteville Keynote Commencement Speaker
- 1994 EMMY: CNN News Documentary *In Nature's Wake*
- 2011 Emory Univ. Outstanding Teaching and Mentoring Adjunct Faculty Award

2010 (book chapter) : Global Biosecurity *Mitigating Crisis through Communication*  
Katona, et al. UCLA

Global Atlanta (Website) "Global Health Overview", March, 2004

Emerging Infectious Diseases, May, 2004 (review of book by Mark. J. Walters)

Six Modern Plagues and How We are Causing Them

Massage & Bodywork, August, 2002 "Secrets of Russian Massage"

Body Sense Fall, 2001 "Fibromyalgia: How Can Your Therapist Help?"

Cancer Strategy W.H.O. Cancer Journal July, 1999 "Public Perceptions of Cancer:  
Facing up to Fear"

Men's Health Magazine July, 1997 "Don't Get Scalped" (article on  
Internet-based phony hair-growth claims

Men's Health Magazine June, 1996 "Let's Get Physical" (first person  
account of complete mid-life physical exam including cancer detection)

**Personal**

Born, Milwaukee, Wisconsin (8/30)

Married, Anne N. Rutz (1978); four children; six grandchildren

excellent health – height/weight proportionate

committed to physical, mental and spiritual fitness

