



Susan D. Kirby, Dr.PH, MPH Professional Profile



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EDUCATION

BSBA -Marketing	University of Alabama (Huntsville)	May 1979
MPH	University of South Carolina (School of Public Health)	Dec. 1990
Dr.P.H.	University of South Carolina (School of Public Health)	Oct. 1993

PROFESSIONAL EXPERIENCE

Kirby Marketing Solutions, Inc. (Current)

President

I lead work with health-related organizations to integrate social marketing and health communication into programmatic and organizational change efforts. I provide strategic marketing counsel to ensure projects stay on track with marketing principles and practices, use the best practices from the private sector, and leverage existing national resources. I conduct and oversee audience research and strategic partnership planning, especially related to multiple stakeholder core message projects. I work closely with internal and prime contractor teams to develop identity and brand platforms including brand positioning, taglines, core messages, logos, and Web sites. My clients include national, state, and local clients in injury prevention, child abuse and sex abuse prevention, teenage pregnancy prevention, childhood and adolescent immunizations, nutrition and physical activity promotion, health services research, alcoholism and alcohol abuse, cancer prevention, public health systems promotion, healthy lifestyles promotion, and environmental health.

In my role as President I am responsible for marketing KMS, creating collaborative relationships with other contractors, managing customer relationships, identifying new and emerging practices, and managing all costs of the firm. I have over 15 years of senior level experience in public health project management and marketing and communication campaign development.

Centers for Disease Control and Prevention (CDC) (September 1995-June 2001)

Director of Marketing Research Resource Center and Brand Development

I managed the CDC Brand Development Initiative, a CDC executive-level initiative designed to borrow branding concepts from the private sector and apply them to CDC's organizational planning and communication. I was the director of the Marketing Research Resource Center for CDC, which houses several syndicated marketing databases, analyzes data, and assists programs with research needs. As a senior manager in the Office of Communication, I also assisted centers, institutes, and offices at the CDC

with strategic health communications planning. I was one of the original developers of the CDCynergy, a CD-ROM-based health communication training resource and HealthComm Key, an interactive health communication indexing system. I represented CDC at national and international conferences dealing with a wide range of communication and social marketing topics. I co-chaired the Innovations in Social Marketing Conference from 1996-1998. I developed and delivered CDC training courses on a wide variety of health behavior, communication and social marketing topical areas.

Emory University - School of Public Health (August 1993 - September 2000)

I taught a Social Marketing course for Emory University School of Public Health for four years and participated in the development of a coalition between Emory University, Fulton County Health Department, and a local community to develop a capacity building and health promotion program in a local community.

The University of South Carolina (July 1991 - May 1993)

Project Director - Best Chance Network - a free breast and cervical cancer screening project
I supervised three community organizers, two graduate assistants, and an administrative clerk. I was responsible for all marketing research, branding, marketing strategy, and materials development for the project.

University of South Carolina (March 1990-December 1991)

Research Project Director

I directed the first CDC funded statewide survey research project investigating health behaviors among adolescents (YRBS).

PRIVATE SECTOR EXPERIENCE

Over ten years of private sector experience in developing new businesses, marketing of products, services, and businesses to a wide range of clientele, managing staff and projects in both the private and government sectors, and developing community mobilization efforts.

PEER REVIEWED PUBLICATIONS

Kirby, S.D. and Hollander M. (Jan. 2005). "Consumer Preferences, Marketing, and Social Marketing Approaches in Relation to Physical Activity Behavior and Travel and Location Choices" in Physical Activity, Health, Transportation, and Land Use. Institute of Medicine. Washington, DC.

Fridinger F. and **Kirby, S.D.** (2002). "The Doublemint Factor: Issues and Challenges in Marketing Nutrition and Physical Activity Behaviors in One Program", Social Marketing Quarterly, 8(4), 1-13.

Freimuth, V., Cole, G., and **Kirby, S.D.** (2002) Evaluating Mass-Mediated Health Communication Programs, a chapter in WHO Monograph on Evaluation in Health Education and Promotion.

Fridinger F., **Kirby S.**, and Howze E. et al. (2002). Nutrition and physical activity communications at the Centers for Disease Control and Prevention. Social Marketing Quarterly, 3:14-15.

Kirby, S.D. et al. (2001), "Identity-Building and Branding at CDC: A Case Study". Social Marketing Quarterly, 7(2), 16-35.

Kirby, S.D., guest editor. (2001), "Branding in the Social Sector". Social Marketing Quarterly, 7(2), 2-3.

Engelberg, M. and Kirby, S.D. (2001), "Identity Building in Social Marketing". Social Marketing Quarterly, 7(2), 8-15.

Kirby, S.D. and Alan Andreasen (2001) Marketing Ethics to Social Marketers: A Segmented Approach in Social Marketing and Ethics, edited by Alan Andreasen. Earlbaum.

Rainey, Cheryl, Poling, R., Rheaume, C., and **Kirby, S.D.** (1999). Views of Low-Income Mothers About Child Health. Family and Community Health, 22(1), 1-15.

Kirby, S.D., Ureda, J.R., Rose, R., Hussey, J. (1998, April-June). Involvement Level and Peripheral Cues: Influences on Acceptance of a Mammography Message. International Journal of Health Communication, 3(2), 119-135.

Nowak, Glen, Freimuth, V.S., Cole, G., and **Kirby, S.D.**, (1998). Utilizing 'Integrated Marketing Communication' for Social Marketing Purposes: The Concept and its Application. Social Marketing Quarterly, Fall.

Kirby, S.D., Baranowski, T., Reynolds, K., Taylor, G. Children's Fruit and Vegetable Intake: Regional, Adult-Child, Socioeconomic, and Urban-Rural Influences. Journal of Nutrition Education (Oct, 1995).

Kirby, S.D. Message Design Elements and Involvement Level. Proceedings from the Fifth Annual Social Marketing Conference, May 1995, Tampa, FL.

Fridinger, F., **Kirby, S.D.**, Howze, L., et al. Identification, Segmentation, and Selection of a Target Audience for a National Campaign to Promote Nutrition and Physical Activity. Proceedings from the Fifth Annual Social Marketing Conference, May 1995, Tampa, FL.

Kirby, S.D., Policy Issues in a Community-Based Public Health Program". A paper presented at the 121st American Public Health Association Annual Meeting. Washington, DC. 1994. Published abstract.

Valois, R. F., Vincent, M.L., McKeown, R. E., Garrison, C.Z., and **Kirby, S.D.** Adolescent Risk Behaviors and the Potential for Violence: A Look at What's Coming To Campus. Journal of American College Health. January, 1993.

Kirby, S.D. Health Behaviors, Attitudes, and Health Values Among South Carolina Low and Middle Income Minorities. South Carolina State Department of Health and Environmental Control, February, 1992. Technical Report.

Kirby, S.D., Ureda, J.R., and Sammons, M.S. Market Segmentation in a Health Education Program. A paper presented at the 119th American Public Health Association Annual Meeting. Washington, DC. 1992. Published abstract.