

**Erica DeWald**  
**Director**  
**APCO Worldwide**

Erica DeWald provides strategic counsel to clients concerning alliance development and issue management, and has managed a variety of national public affairs and corporate communication campaigns. She specializes in the development and implementation of strategic initiatives to advance chronic and infectious disease issues.

Ms. DeWald has spent the last several years delving into both domestic and global health issues. Her main areas of focus are vaccines across the lifespan, chronic disease and environmental health issues. For nearly a decade, she has worked to build a national network of vaccine advocates to remind the public of the importance of timely immunizations, working with both corporations and nonprofit organizations. She has assisted with the development, launch and promotion of national campaigns including Every Child By Two's Vaccinate Your Baby campaign and the National Foundation for Infectious Diseases' Campaign for Adult Immunization. She has also co-chaired the workgroup on patient education for the Centers for Disease Control and Prevention's National Adult and Influenza Immunization Summit for the past two years.

Ms. DeWald's past work includes both government and nonprofit organizations in the areas of education and domestic abuse. She graduated magna cum laude from Boston University with a Bachelor of Science in communication, specializing in public relations.