

Ann Aikin, MA
Director of Communications
National Vaccine Program Office (NVPO)

Ms. Aikin has spent her career advocating for smart and strategic use of media to meet communication and behavior change goals. At NVPO, she directs communications activities to inform vaccine decision-making, nurtures public support for vaccines across the lifespan, and increases compliance with immunization recommendations.

Ms. Aikin is responsible for the *vaccines.gov* website and developing communication materials and tools targeting a variety of audiences. She is a frequent collaborator in advancing research on a number of vaccine-related communication issues, and she works to ensure coordination among the many federal agencies and non-federal entities involved in vaccine and immunization activities. She was also the primary author of the first *Health Communicator's Social Media Toolkit*.

Before joining NVPO, Ms. Aikin worked at the U.S. Food and Drug Administration's Center for Tobacco Products (CTP), where she used health communication and behavior change theory and practice to develop campaigns and communication efforts aimed at reducing the burden of tobacco use in the United States. Prior to this, Ann worked at the Centers for Disease Control and Prevention (CDC) on the Social Media Team. While at CDC, she developed integrated social media strategies and innovative communication products for use in a variety of health communication campaigns and health marketing efforts. She also led the social media efforts for a number of award-winning emergency responses, including the novel H1N1 pandemic (2009-2010), the Haiti Earthquake (2010), and the Peanut Butter and Peanut Containing Product Recalls (2008-2009). Additionally, she collaborated in the development of *Text4Baby*, a free text messaging service designed to promote maternal and infant health. This successful program won an *HHSinnovates* award in 2010. She has also worked on a variety of other health projects and won the Golden Phone Award in 2009. Before working for CDC, she spent two years in the U.S. Peace Corps, working for the Jamaican Ministry of Health and the Kingston and St. Andrew Health Department.

Ms. Aikin holds Bachelor of Arts degrees in journalism and political science and a Master of Arts in communications, all from the University of Iowa.