

A. PAIGE BAKER

912 Trade Street, Tarboro, NC 27886 | (919) 272-2168 | pbaker@writesolutions.com

STRATEGIC HEALTH & SCIENCE COMMUNICATIONS SPECIALIST

Remaking the world, one word at a time.

Strategic communications specialist delivering comprehensive communications campaigns & services for nonprofit organizations, government agencies, public health consulting firms, and academic institutions. Specialties include communications strategy development and implementation, digital marketing & engagement, technical writing, blogging, grant/proposal writing, video development and promotion, and research to support all communications efforts.

- Expert in taking complicated medical/scientific information and making it accessible and actionable to all audiences.
- Creator of health and science communications campaigns & materials for the Environmental Defense Fund, the National Science Foundation, the White House, the U.S. Department of Health & Human Services (Centers for Disease Control and Prevention, Centers for Medicare and Medicaid Services, U.S. Food and Drug Administration, Health Resources and Services Administration, National Institutes of Health, Office of Civil Rights, and Substance Abuse and Mental Health Services Administration), the Environmental Protection Agency, the U.S. State Department and the President's Emergency Plan for AIDS Relief, the U.S. Department of Veterans Affairs, the National Alliance of State and Territorial AIDS Directors, Columbia University's Mailman School of Public Health, Vanderbilt University Hospital, Case Western Reserve University, Duke University & Johns Hopkins University.

TOPIC SPECIALTIES

Health education for health care providers, patients & the public | Climate-related health issues | Emerging diseases (Dengue fever, Avian flu, Hendra/Nipah viruses, Measles, SARS, Zika, etc.) | Health inequities | Women's health | Maternal/child health | Minoritized population health | LGBTQIA+ health | Mental health | Oral health | Vaccines | Toxic chemicals | Blood and tissue safety | Food safety | Lead poisoning prevention | Cancer | Diabetes | HIV prevention, care & treatment | Sexually transmitted infections | Sickle cell disease | Substance use disorders | Tuberculosis | Tick-borne disease | Viral hepatitis

EXPERIENCE

ENVIRONMENTAL DEFENSE FUND, Remote

2022-Present

Communications Manager, Safer Chemicals/Healthy Communities

- Manage communications for three teams within Safer Chemicals and overarching communications for the Safer Chemicals workstream at Environmental Defense Fund (EDF).
- Develop strategic communications campaigns on toxic chemicals in food, lead in drinking water, and federal toxic chemical risk assessment and policy.
- Devise web/social media content and reports, fact sheets, presentations, talking points, and speeches.
- Facilitate blog development, review, and approval processes. Post/promote finished posts on social media.
- Create scripts and storyboards for educational videos and oversee video production and promotion.
- Interface with journalists, facilitate media interviews, and pitch stories to trade and mainstream press.
- Represent the Healthy Communities division on the EDF MarComm DEI Council.

Key Achievements:

- Promoted Safer Chemical's scientists, who were quoted in articles seen by over 3 billion desktop & mobile users in 2023 and featured in key earned media articles by the *Wall Street Journal*, the *New York Times*, *Politico* & trade press.
- Increased [EDF Health blog](#) readership by 540% in 2022 and an additional 148% in 2023. Readership in the first quarter of 2024 (114,136 sessions) was almost half the *total* sessions in 2023 (263,582).
- Grew subscriptions to the Safer Chemicals monthly newsletter by 10% and achieved an engagement rate of 35%.
- Generated a 58% engagement rate in the 2024 social media campaign for EDF's new [Chemical Exposure Action Map](#).

BETAH ASSOCIATES, Remote

2013-2021

Senior Communications Specialist

- Served as Executive Editor for [AIDS.gov/HIV.gov](#), 2013-2021. Supported rebrand to [HIV.gov](#) in 2017.
- Delivered strategic communications support to [HIV.gov](#), the Office of Infectious Disease & HIV/AIDS Policy (OIDP), the White House, CDC, NIH, HRSA, the Office of the Surgeon General, members of the Federal HIV Web Council & OIDP's Federal Advisory Committees, including Blood and Tissue Safety and Tick-Borne Diseases.
- Supported OIDP's communications efforts for the [Ending the HIV Epidemic: A Plan for America](#) initiative, the [Ready, Set, PrEP program](#), COVID-19, and opioids.
- Provided writing and editing support for [HIV.gov's](#) online content and blogs.
- Researched, developed, launched, and maintained the [HIV.gov Timeline of the HIV Epidemic in the United States](#).

Key Achievements:

- Wrote HIV-related speeches and materials for President Barack Obama, Dr. Anthony Fauci, Dr. Carl Dieffenbach, Ambassador Deborah Bix, and multiple Cabinet Secretaries and Surgeons General.
- Wrote/edited proposals that garnered \$10.4 million in federal contracts for BETAH Associates.
- Spearheaded the National Science Foundation's successful communications efforts to convince Congress to fund, develop, and launch the [America's Data Hub Consortium](#), a public-private partnership uniting experts from government, industry & academia to research and solve challenges related to accessing and using federal data.

WRITE SOLUTIONS, LLC, Raleigh, NC

1996-Present

President and Founder

- Translate complex medical/scientific information for lay audiences—empowering people to take charge of their health.
- Develop health-related op-eds, presentations, press statements, media advisories, reports, speeches/keynotes, talking points, social media content, training materials, and video scripts.
- Collaborate with organizations representing Black, Indigenous & other people of the global majority to provide specialized communications campaigns to meet the information needs of populations that have been historically excluded from—or harmed by—medical and scientific outreach.
- Write/review grant and contract proposals.

Key Achievements:

- Wrote HIV-related speeches and materials for President George W. Bush, Dr. Anthony Fauci, Ambassador Eric Goosby, and multiple Cabinet Secretaries and Surgeons General.
- Helped develop, brand, and launch AIDS.gov. Served as Executive Editor from 2006-2013.
- Edited National Science Foundation CAREER proposals that provided over \$2.2 million in lab startup funds for early career scientists at Case Western Reserve University.
- Developed [Well Versed](#) and [His Health](#), health campaigns for the National Association of State and Territorial AIDS Directors that were designed to bridge communications gaps between Black gay and bisexual men living with, or at risk for, HIV and their health care providers. *His Health* offered continuing medical education credits to providers.
- Received a commendation from the U.S. Surgeon General for work on HIV/AIDS communications.

EDUCATION

VANDERBILT UNIVERSITY, Nashville, TN

Master of Arts in Political Science

UNIVERSITY OF MEMPHIS, Memphis, TN

Bachelor of Arts, History

ADDITIONAL INFORMATION

Affiliations: American Medical Writers Association, American Public Health Association, North Carolina Public Health Association

Select Private Sector/Nonprofit Clients:

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| • ACCESS, Dearborn, MI | • National Association of Pastor's Spouses, Memphis, TN |
| • Case Western Reserve University, Cleveland, OH | • National Hispanic Medical Association, Washington, DC |
| • Columbia University, Mailman School of Public Health, New York | • National Alliance of State & Territorial AIDS Directors, Washington, DC |
| • Digital Edge Communications, Atlanta, GA | • Ogilvy Public Relations, Washington, DC |
| • Duke University, Durham, NC | • The Salvation Army, U.S. Headquarters, Alexandria, VA |
| • ICF International, Fairfax, VA | • Vanderbilt University, Nashville, TN |
| • John Snow, Inc., Boston, MA | • U.S. Conference of Catholic Bishops, Washington, DC |
| • NMAC, Washington, DC | |

Select Publications Edited:

- Darrow, W.W. (2021, October 27). The First 40 Years of AIDS: Promising Programs, Limited Success. *AIDS and Behavior* 25, 3449–3471.
- U.S. Department of Health and Human Services. (2020). *Sexually Transmitted Infections*. Washington, DC.
- Hinze, S. W. (2016). Chapter 10: Gender and Health. In *Gender: Sources, Perspectives, and Methodologies*, edited by Renee C. Hoogland. New York: McMillan.
- White House. (2015). *National HIV/AIDS Strategy for the United States: Updated to 2020*. Washington, DC.
- White House. (2013). *Addressing the Intersection of HIV/AIDS, Violence against Women and Girls, and Gender-Related Health Disparities: Interagency Federal Working Group Report*. Washington, DC.
- White House. (2011). *Report by the President's Task Force on Puerto Rico's Status*. Washington,