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**FOR IMMEDIATE RELEASE**

**The Ohio State University College of Nursing and  
Canyon Ranch Institute Partner to Transform Health and Wellness**

*Initiatives will include curriculum development, community programming,  
research, teaching, and mentoring future health leaders*

**TUCSON, Ariz., and COLUMBUS, Ohio, January 3, 2013** – The Ohio State University College of Nursing and Canyon Ranch Institute (CRI), a 501(c)3 public charity, have partnered to join the two organizations in pursuing their shared commitment to transform the global health and wellness landscape.

Initiatives of the partnership include curriculum development, community-based programming, and collaborative research. In addition, The College of Nursing has added three Canyon Ranch Institute experts to its faculty: Richard H. Carmona, MD, MPH, FACS, CRI president and 17<sup>th</sup> Surgeon General of the United States, who serves as the Dean's distinguished professor of health promotion and entrepreneurship; Jennifer Cabe, MA, CRI executive director and board member; and Andrew Pleasant, PhD, CRI health literacy and research director.

Dr. Carmona, who is a nurse, trauma surgeon, and professor of public health, is internationally recognized for the impact of his 2006 landmark Surgeon General's Report about the dangers of second-hand smoke and his advocacy for lowering health care costs through prevention. "This partnership is about breaking away from the traditions that have shaped health and health care for decades," says Dr. Carmona. "Dr. Bern Melnyk and I are fervent in our shared knowledge that the nursing profession is ideally positioned to develop, lead, and implement new approaches in the classroom and real-world settings that will enable tomorrow's nurses and health professionals to positively impact their patients, colleagues, and communities, creating at last a true health care system that replaces today's sick care system."

"The partnership between Ohio State and Canyon Ranch Institute represents a critical step toward reimagining the way patient care is taught and practiced in this country. At Ohio State, we are educating the next generation of nurses to be educators as well as healers – to promote overall wellness in our communities so that more individuals lead happier, healthier

lives both inside and outside of the hospital,” said E. Gordon Gee, JD, EdD, president of The Ohio State University.

“The opportunity to partner with and leverage the immense expertise at Canyon Ranch Institute to impact positively the health and education not only of our students but also the Central Ohio community and state is enormous,” said Bernadette Mazurek Melnyk, PhD, RN, CPNP/PMHNP, FNAP, FAAN, chief wellness officer, associate vice president for health promotion, and dean of The Ohio State University College of Nursing. “By implementing CRI’s health literacy and Life Enhancement Program as one of our many innovative strategies to enhance health and wellness, our partnership will serve as a national collaborative model of how organizations can work together to spur increased innovation in health professionals’ education, wellness and prevention.”

One of the first examples of the new partnership will be a research/demonstration project of the Canyon Ranch Institute Life Enhancement Program® (CRI LEP). Based at some Columbus, Ohio, community health centers, the CRI LEP will engage patients from low-income neighborhoods in a 12-session program to help them learn how to develop a sense of purpose and make healthy choices about physical activity, nutrition, and stress management. The program will be presented by an integrated team of Columbus community members, health professionals, and college faculty and staff who present the learning sessions and meet with participants one-on-one to ensure that each patient receives advice and counsel based on individual needs, abilities, and preferences.

CRI has health care organization partners in four additional locations where the CRI LEP has been in place for more than four years. A comprehensive evaluation plan encompasses all participants and has generated a growing body of outcomes that are statistically significant and show positive changes in participants’ physical and mental health and their health literacy.

Ms. Cabe and Dr. Pleasant are also collaborating with College of Nursing leaders to further develop its curriculum. “Our goal is to prepare students for positions in many sectors of society where their expertise in health literacy, health coaching, integrative health and prevention, and innovation and entrepreneurship can be applied in employment settings, public health programs, and beyond,” says David Hrabe, PhD, RN, OSU College of Nursing associate professor of clinical nursing and executive director of academic innovations and partnerships. “For example, many people spend the majority of their lives at work where their health and productivity is a major asset. By adding graduates from this new program to a company’s staff to integrate health and wellness, employers can strengthen their organizations for the future and demonstrate their commitment to their workforce.”

One of the first public offerings resulting from the partnership will be an interprofessional education (IPE) series to be held at Ohio State in collaboration with the college and the OSU Inter-Professional Education and Practice (IPEP) collaborative that is composed of 14 of OSU’s colleges and schools, including the 7 health sciences colleges, highlighting CRI expertise through a panel discussion on health and wellness. OSU students, faculty, and staff, and the

general community will be invited to attend and participate in panel discussions that will feature CRI's health and wellness expertise. Dr. Carmona's inaugural lecture "Interprofessional Collaboration to Transform Health and Health Care Systems" will be held on January 23, 2013, 11:30 a.m. to 12:30 p.m. at the Ohio Union Performance Hall. A healthy lunch will be served at 11 a.m. For more information or to RSVP, please contact [healthandwellness@osu.edu](mailto:healthandwellness@osu.edu).

### **About The Ohio State University College of Nursing**

The Ohio State University College of Nursing is the world's preeminent college known for accomplishing what is considered impossible through its transformational leadership and innovation in nursing and health, evidence-based practice and unsurpassed wellness. We exist to revolutionize healthcare and promote the highest levels of wellness in diverse individuals and communities throughout the nation and globe through innovative and transformational education, research and evidence-based clinical practice. Please visit us at [nursing.osu.edu](http://nursing.osu.edu).

Bios attached for:

- E. Gordon Gee
- Bernadette Melnyk
- David Hrabec

### **About Canyon Ranch Institute® ([www.canyonranchinstitute.org](http://www.canyonranchinstitute.org))**

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower *every person* to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information is available at [canyonranchinstitute.org](http://canyonranchinstitute.org).

Bios attached for:

- Richard Carmona
- Jennifer Cabe
- Andrew Pleasant

# CANYONRANCH *Institute*

THE POWER & POSSIBILITY OF A HEALTHY WORLD

**Richard H. Carmona, M.D., M.P.H., FACS**  
**17<sup>th</sup> Surgeon General of the United States (2002-2006)**  
**Vice Chairman, Canyon Ranch**  
**CEO, Canyon Ranch Health Division**  
**President, Canyon Ranch Institute**  
**Distinguished Professor, Mel and Enid Zuckerman College of Public Health,**  
**University of Arizona**  
**Distinguished Professor of Health Promotion and Entrepreneurship,**  
**Ohio State University College of Nursing**

Born to a poor Hispanic family in New York City, Dr. Carmona experienced homelessness, hunger, and health disparities during his youth. The experiences greatly sensitized him to the relationships among culture, health, education and economic status and shaped his future.

After dropping out of high school, Dr. Carmona enlisted in the U.S. Army in 1967. While serving, he earned his General Equivalency Diploma and went on to become a combat-decorated Special Forces Vietnam veteran. After leaving active duty, he attended Bronx Community College of the City University of New York through an open enrollment program for veterans. He received an associate of arts degree. He attended the University of California, San Francisco, where he received a bachelor of science degree (1977) and medical degree (1979). At the University of California Medical School, Dr. Carmona was awarded the prestigious gold-headed cane as the top graduate.

Trained in general and vascular surgery, Dr. Carmona also completed a National Institutes of Health-sponsored fellowship in trauma, burns, and critical care. Dr. Carmona was then recruited jointly by the Tucson (Arizona) Medical Center and the University of Arizona to start and direct Arizona's first regional trauma care system. He went on to become the chairman of the State of Arizona Southern Regional Emergency Medical System, a professor of surgery, public health and family and community medicine at the University of Arizona, and the Pima County Sheriff's Department surgeon and deputy sheriff. He is also a Fellow of the American College of Surgeons.

Public health came as a second career after Dr. Carmona went back to graduate school while working in order to complete a master's degree in public health at the University of Arizona. His interest in public health stemmed from the realization that most of his patients' illnesses and injuries were completely preventable.

Dr. Carmona has also served for over 25 years with the Pima County Sheriff's Department in Tucson, including as deputy sheriff, detective, SWAT team leader and department surgeon. He is one of the most highly decorated police officers in Arizona, and his numerous awards include the National Top Cop Award, the National SWAT Officer of the Year, and the National Tactical EMS

Award. Dr. Carmona is a nationally recognized SWAT expert and has published extensively on SWAT training and tactics, forensics, and tactical emergency medical support. Dr. Carmona has also served as a medical director of police and fire departments and is a fully qualified peace officer with expertise in special operations and emergency preparedness, including weapons of mass destruction.

In 2002 Dr. Carmona was nominated by the president and unanimously confirmed by the United States Senate to become the 17th Surgeon General of the United States. Dr. Carmona was selected because of his extensive experience in public health, clinical sciences, health care management, preparedness, and his commitment to prevention as an effective means to improve public health and reduce health care costs while improving the quality and quantity of life.

As Surgeon General, Dr. Carmona focused on prevention, preparedness, health disparities, health literacy, and global health to include health diplomacy. He also issued many landmark Surgeon General communications during his tenure, including the definitive Surgeon General's Report about the dangers of second-hand smoke.

Dr. Carmona has published extensively and received numerous awards, decorations, and local and national recognitions for his achievements. A strong supporter of community service, he has served on community and public and private national boards and provided leadership to many diverse organizations.

In 2006, Dr. Carmona successfully completed the statutory four-year term of the U.S. Surgeon General and was named to the position of vice chairman for Canyon Ranch, the country's leading health and wellness company for over 30 years. He also serves as chief executive officer of the company's Health division and oversees health strategy and policy for all Canyon Ranch businesses. He is president of the non-profit Canyon Ranch Institute, the first Distinguished Professor of Public Health at the University of Arizona's Mel and Enid Zuckerman College of Public Health, and the first Distinguished Professor of Health Promotion and Entrepreneurship at the Ohio State University College of Nursing.



**Jennifer Cabe, M.A.**

**Executive Director and Board Member**

Jennifer Cabe has spent over 20 years in positions dedicated to improving community health and wellness. She now leads strategic and operations functions as executive director for Canyon Ranch Institute, a 501(c)3 non-profit public charity. Canyon Ranch Institute catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and choose a life of wellness. Jennifer also has a faculty appointment with the Ohio State University College of Nursing.

Prior to joining Canyon Ranch Institute in 2007, Jennifer was vice president of scientific communications for Feinstein Kean Healthcare, where she started and led the firm’s Washington, D.C. office. Jennifer previously served in the Office of the Surgeon General as communications director and speechwriter for Surgeon General Richard H. Carmona. In that capacity, Jennifer was responsible for the development and implementation of health literacy and communication initiatives in partnership with health professionals, advocacy groups, policymakers, community leaders, and the public. Jennifer was awarded the Surgeon General’s Medallion in 2005, which is the highest honor that the U.S. Surgeon General can confer. Jennifer also received the prestigious U.S. Department of Health and Human Services Honor Award for her role in developing the “U.S. Surgeon General’s Family History Initiative.” In 2006, Jennifer was also awarded the National Institutes of Health Team Merit Award for her work on The Cancer Genome Atlas, a collaboration of the National Cancer Institute and the National Human Genome Research Institute.

Prior to joining the Office of the Surgeon General, Jennifer was communications officer at the Fogarty International Center at the National Institutes of Health in Bethesda, Maryland. Before joining the National Institutes of Health, Jennifer led communications, wellness, and government relations for HealthNet Health Plan in the Pacific Northwest, and was founder and publisher of *Best of Health & Fitness*, a successful national customized magazine for the health and fitness industry. Jennifer is Chair of the *National Call to Action on Cancer Prevention and Survivorship* Council of Experts and serves on the advisory boards of the Partnership to Fight Chronic Disease and Time to Talk CARDIO. She edited the *National Call to Action on Cancer Prevention and Survivorship* and the accompanying People’s Piece – *Cancer: What It Means To You*, which received the prestigious Distinguished Award from the Society for Technical Communication.

Jennifer earned a bachelor's degree at Trinity University in San Antonio, Texas, and a master's degree in public communication at American University in Washington, D.C.

**Andrew Pleasant, Ph.D.**

**Health Literacy and Research Director**

Andrew Pleasant's interest in communication, literacy, and social change started while working on his parents' small-town weekly newspapers. That early inspiration underpins his ongoing professional practice and research in health literacy; science, risk, environmental communication; and social marketing.

Andrew joined Canyon Ranch Institute, a 501(c)3 non-profit public charity, in May 2009. Canyon Ranch Institute catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and choose a life of wellness. Andrew also has a faculty appointment with the Ohio State University College of Nursing.

Andrew is responsible for advancing the role of health literacy across Canyon Ranch Institute activities, including in current partnerships and programs, as well as in planning future activities. He also leads all research and evaluation activities at Canyon Ranch Institute, is the program manager for Canyon Ranch Institute's partnerships with Time to Talk CARDIO, BSCS, The Cleveland Clinic, and The Clorox Company. Andrew is also engaged in developing new programs and partnerships.

Andrew has led and participated in hundreds of presentations and trainings in the United States and around the world, primarily on the topics of health literacy, and science, risk, and environmental communication. He has taught at Cornell University, Brown University, and Rutgers University. Andrew served as a temporary advisor at the World Health Organization Health InterNetwork in Geneva, Switzerland, where he reviewed and evaluated the long-term sustainability and local ownership of the Health InterNetwork India pilot project.

Andrew has published numerous peer-reviewed journal articles and technical reports, and is co-author of the book *Advancing Health Literacy: A Framework for Understanding and Action* (2006). He has served on several advisory board committees, including the Community Advisory Committee of Horizon NJ Health, New Jersey's largest healthcare management company; the New Jersey health literacy coalition; and the Mayibuye Wetlands Programme in Soweto, South Africa. Andrew is also a member of the scientific committee of the Public Communication of Science and Technology Network and represents Canyon Ranch Institute on the Institute of Medicine's Roundtable on Health Literacy.

During Andrew's earlier career as a journalist, he received numerous awards for his photojournalism and reporting on national and international topics. He earned a bachelor's degree in journalism from Arizona State University; a master's degree in environmental studies from Brown University; and a doctorate in communication from Cornell University.



**E. Gordon Gee, JD, EdD**  
**President of The Ohio State University**

Dr. E. Gordon Gee is president of The Ohio State University, a world-class public research institution and one of the nation's most distinguished land-grant universities. As chief executive officer, he oversees Ohio State's six campuses, 65,000 students, and 48,000 faculty and staff. Gee is among the most highly experienced and respected leaders in higher education, having been named in 2009 by *Time* magazine as one of the top 10 university presidents in the United States. Prior to his service at Ohio State, he led Vanderbilt University (2001-2007), Brown University (1998-2000), The Ohio State University (1990-97), the University of Colorado (1985-90), and West Virginia University (1981-85).

Born in Vernal, Utah, Gee graduated from the University of Utah with an honors degree in history and earned his J.D. and Ed.D degrees from Columbia University. He clerked under Chief Justice David T. Lewis of the U.S. 10th Circuit Court of Appeals before being named a judicial fellow and staff assistant to the U.S. Supreme Court. In this role, he worked for Chief Justice Warren Burger on administrative and legal problems of the Court and federal judiciary. Gee returned to Utah as an associate professor and associate dean in the J. Reuben Clark Law School at Brigham Young University, and was granted full professorship in 1978. One year later, he was named dean of the West Virginia University Law School, and, in 1981, was appointed to that university's presidency.

Gee is a member of several education-governance organizations and committees, including the Big Ten Conference Council of Presidents, the Inter-University Council of Ohio, the Business-Higher Education Forum, and the American Association of Universities. He is chair of the American Council on Education's Commission on Higher Education Attainment and serves as co-chair of the Association of Public and Land-Grant Universities' Energy Advisory Committee. In 2009, Gee was invited to join the International Advisory Board of King Abdulaziz University in Saudi Arabia.

Active in a number of national professional and service organizations, he serves on the Mayor's Education Commission and on the boards for the Rock and Roll Hall of Fame and Museum, Inc., Limited Brands, and the National 4-H Council. In 2011, Gee was appointed to serve as secretary on the Board of Directors of Ohio's economic development program, JobsOhio. In 2011-2012,

he was asked by Governor Kasich to chair both the Ohio Higher Education Capital Funding Collaborative and the Ohio Higher Education Funding Commission.

Gee has received a number of honorary degrees, awards, fellowships, and recognitions. He is a fellow of the prestigious American Association for the Advancement of Science, the world's largest science organization. In 1994, Gee received the Distinguished Alumnus Award from the University of Utah, as well as from Teachers College of Columbia University. He is the co-author of 11 books, including the recent *Law, Policy and Higher Education*, which is currently in press. He is also the author of numerous papers and articles on law and education.



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**Bernadette Melnyk PhD, RN, CPNP/PMHNP, FNAP, FAAN**  
**Associate Vice President for Health Promotion, University Chief Wellness  
Officer and Dean of the College of Nursing**

Bernadette Mazurek Melnyk is currently the Associate Vice President for Health Promotion, University Chief Wellness Officer, and Dean and Professor of the College of Nursing at The Ohio State University. She also is a professor of pediatrics and psychiatry at Ohio State's College of Medicine.

She is a nationally and internationally recognized expert in evidence-based practice, intervention research and child and adolescent mental health, and is a frequent keynote speaker at national and international conferences on these topics. Dr. Melnyk has consulted with hundreds of healthcare systems and colleges throughout the nation and globe on how to improve quality of care and patient outcomes through implementing and sustaining evidence-based practice. Her record includes over 19 million dollars of sponsored funding from federal agencies as principal investigator and over 180 publications.

Dr. Melnyk is co-editor of four books, including *Evidence-based Practice in Nursing & Healthcare: A Guide to Best Practice*, *Implementing EBP: Real World Success Stories*, the *KySS Guide for Child and Adolescent Mental Health Screening, Early Intervention and Health Promotion*, and *Intervention Research: Designing, Conducting, Analyzing and Funding. A Practical Guide for Success*. Dr. Melnyk is an elected fellow of the American Academy of Nursing and the National Academies of Practice, and recently served a four-year term as one of only two nurse practitioners on the 16-member United States Preventive Services Task Force.

In addition, she serves as a member of the National Quality Forum's (NQF) Behavioral Health Steering Committee and the Centers for Disease Control Laboratory Best Practices Workgroup. Dr. Melnyk also serves as co-editor of the journal *Worldviews on Evidence-based Nursing*. She has received numerous national and international awards, including the Audrey Hepburn Award from Sigma Theta Tau International, the Jessie Scott Award from the American Nurses Association for the improvement of healthcare quality through the integration of research, education and practice, and the NIH/National Institute of Nursing Research's inaugural director's lectureship award. She also has been recognized as an *Edge Runner* by the American Academy of Nursing for founding and directing the National Association of Pediatric Nurse Practitioners' KySS child and adolescent mental health program and her COPE Program for parents of preterm infants. Dr. Melnyk was inducted into Sigma Theta Tau International's Research Hall of Fame

and, most recently, she was named the Midwest Nursing Research Society Senior Scientist for 2012.

Dr. Melnyk earned her Bachelor of Science in Nursing degree from West Virginia University, her Master of Science degree with a specialization in nursing care of children and pediatric nurse practitioner from the University of Pittsburgh, and her PhD in clinical research from the University of Rochester where she also completed her post-master's certificate as a psychiatric mental health nurse practitioner.



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Transforming lives*

**David P. Hrabe, PhD, RN**

**Associate Professor of Clinical Nursing and Executive Director,  
Academic Innovations And Partnerships**

David P. Hrabe, PhD, RN, has over three decades of experience as a nurse, consultant, and educator.

At The Ohio State University College of Nursing, Hrabe serves as associate professor of clinical nursing and executive director, Academic Innovations and Partnerships. He teaches courses on leadership in advanced nursing care and scientific thought in nursing.

Throughout his career as a psychiatric nurse, Hrabe has a long-standing interest in how to improve RN retention and patient care, receiving grants and awards, publishing papers, and lecturing on national healthcare issues. He has devoted much of his career to promoting team communication and stress management practices among nurses and other healthcare professionals. Hrabe is passionate about developing the next generation of nurses and healthcare team leaders to work more effectively by communicating clearly and taking better care of themselves and each other.

To that end, he has helped to introduce the Health Athlete initiative, comprised of the Nurse Athlete and Health Athlete programs, to professionals from all health disciplines. The initiative highlights ways to refocus and reenergize one's personal and professional life by emphasizing energy management through a comprehensive examination of goals and values. The approach uses the power of one's story to affect behavior change and increase participants' ability to engage in healthy lifestyle behaviors that will, in turn, improve their health outcomes.

Prior to his position at Ohio State, Hrabe served as associate dean, Nursing and Healthcare Innovation Programs at Arizona State University. He worked with students, faculty and administrators to design and implement academic and continuing education programs to meet the healthcare needs of a complex and diverse patient populations. He has served in many local, state and national organizations including the National League for Nursing Nurse Educator Workforce Development Advisory Committee, Arizona Nurses Association, Southwest Sigma Theta Tau Research Consortium, and Western Institute of Nursing. He is also a member of the American Nurses Association and Sigma Theta Tau International.

He received his doctorate in nursing from University of Arizona, his master's degree from Arizona State University and his BSN from Fort Hays State University.