

Audrey Riffenburgh, M.A.
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Experience

President and Founder, Riffenburgh and Associates (United States) (1994 to present)
Specializing in helping health care providers and public health professionals communicate health information clearly and make their printed and web-based materials more understandable and effective. Firm includes three associates (two editors and a graphic designer) across the U.S. Ms. Riffenburgh is also a founding member of the Clear Language Group, a consortium of health literacy, plain language, and cross cultural communications specialists. See www.clearlanguagegroup.com.

Riffenburgh and Associates' services include:

- Consulting, speaking, and training in health literacy challenges, issues, and solutions
- In-depth training and coaching in developing plain language and easy-to-read materials
- Consulting in organizational change toward a plain language culture
- Developing reader-friendly, plain language documents
- Rewriting and editing to create reader-friendly documents in English and Spanish

Director of Statewide Professional Development Project (New Mexico)
Adult Basic Education Staff Development Project, University of New Mexico. Organized statewide staff development conferences and edited state newsletter for adult educators.

Literacy Program Coordinator (Santa Fe, New Mexico)
Literacy Volunteers of Santa Fe. Re-organized faltering literacy program. Increased program retention by 75%. Assessed adult literacy students' skills.

Director of National Literacy Training Project (Syracuse, New York)
Laubach Literacy's International Headquarters (now ProLiteracy Worldwide). Managed the largest U.S. volunteer literacy training initiative ever undertaken at that time.

Education

Currently pursuing Ph.D. in Health Communication at University of New Mexico.
M.A., Adult Learning/Training Technologies, 1995. University of New Mexico.
B.A., Deaf Education, Magna Cum Laude, 1980. University of Northern Colorado.

Service to the Field

Serving on the Steering Committee, Plain Language Association International since 2001.
Served as reviewer of American Medical Association's new textbook, *Understanding Health Literacy: Implications for Medicine and Public Health*

Honors and Distinctions

- Received two awards for *Outstanding* documents and one for *Excellent* documents in the **National Institutes of Health 2005 Plain Language Awards** competition.
- Received 7 **Pfizer Health Literacy Visiting Lecturer or Professor Grants** awarded in 2002 to 2006 through a nationally-competitive application process.
- **First Place Award for Poster at American Academy of Family Physicians' Patient Education Conference** in 2004 and **Best Education Poster Award at the Ohio Family Medicine Symposium on Research and Education** in 2005.

Professional Organizations

Charter Member of the Center for Plain Language
Society for Technical Communication
Association of Professional Communication Consultants
Authors' Guild (membership by invitation only)

Some of Riffenburgh & Associates' Clients

American Academy of Family Physicians, Leawood, KS
American Academy of Pediatrics, Chicago, IL
American Cancer Society, Atlanta, GA
Apache Indian Tribe and Indian Health Service Hospital, White River, AZ
Arizona Department of Health Services, Phoenix, AZ
Canadian Public Health Association, Ottawa, Ontario
Center for Medicare and Medicaid Services (formerly HCFA), Baltimore, MD
Centers for Disease Control, Atlanta, GA
Children's Hospital and Regional Medical Center, Seattle, WA
Food and Drug Administration, Office of Women's Health, Rockville, MD
Hoffmann-LaRoche, Nutley, NJ
Indian Health Service
Institute for Healthcare Advancement, Whittier, CA
Iowa Health System, based in Des Moines, IA
National Breast Cancer Coalition, Washington, DC
National Cancer Institute's Office of Education & Special Initiatives, Bethesda, MD
National Health Council, Washington, DC
Navajo Nation Headquarters Head Start Program, Window Rock, AZ
New Mexico Department of Health, Santa Fe, NM
New York Academy of Medicine, New York, NY
Northeastern Ohio Universities College of Medicine, Rootstown, OH
Pacific Southwest Regional Medical Library, National Network of Libraries of Medicine
Pfizer, Inc., New York, NY
University of New Mexico, Albuquerque, NM
University of Tennessee, Graduate School of Medicine, Knoxville, TN
University of Virginia, Charlottesville, VA
Utah Department of Health, Salt Lake City, UT
World Headache Alliance, Ontario, Canada