

# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

## ACADEMIC CURRICULUM VITAE

**JOHN E. PALING, M.A., Ph.D.**

Founder and Research Director, The Risk Communication Institute, Gainesville, Florida  
Specializing in visual communications in Science and Healthcare

## CAREER HIGHLIGHTS

**Phase I      6 years, Lecturer in Zoology, Oxford University**

**Phase II      23 years, Producer and Filmmaker for Emmy Awarded  
National Geographic Society, BBC, and PBS wildlife and science films**

**Phase III      15+ years, President, The Risk Communication Institute.**  
Developed new tools to explain risks to non-technical audiences. Includes 5 years researching ways to improve patient communication by developing and evaluating visual aids to substantially improve the informed consent process in healthcare. Developing Doctor–Patient Partnerships. Professional Speaker.

## EDUCATION & ACADEMIC APPOINTMENTS

1958-1964      The University of Birmingham, England  
1964-1968      Oxford University, University Lecturer in Zoology  
1966-1976      Oxford University, Oriel College, Lecturer in Zoology  
1978              Regents Professor, University of California, Santa Cruz, CA  
1983-1987      Professor of Wildlife Cinematography, University of Florida  
1989-1991      Visiting Professor, Department of Education, University of Florida  
1989-present   Visiting Scientist, Center for Environmental Toxicology, University of Florida  
University of Florida  
2004-present   Courtesy Faculty, OB-GYN Department, Health Sciences, University of Florida  
2004–present   International Advisory Board *Health Risk and Society*  
2007-present   Member FDA’s Risk Communication Advisory Committee

## UNIVERSITY DEGREES

1961      B.Sc., with First Class honors  
1963      M.Sc., qualifying towards Ph.D.  
1964      Ph.D., Birmingham University, England  
1965      M.A., Oxford University, England  
1980      M.A., (Honorary) Open University, England (for outstanding effectiveness in popularizing science on television)



5822 Northwest 91<sup>st</sup> Boulevard • Gainesville, Florida 32653-2864  
Phone: (352) 377-2142 • Web: [www.riskcomm.com](http://www.riskcomm.com) • e-mail: [johnpaling@riskcomm.com](mailto:johnpaling@riskcomm.com)

# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

## **PHASE I—OXFORD UNIVERSITY LECTURER IN ZOOLOGY**

### **ACADEMIC RESEARCH AT OXFORD**

- Various aspects of the biology of fishes and animal behavior
- The ecology and functional morphology of monogenetic trematodes
- Making science accessible to the general public by developing new techniques of photography

### **ACADEMIC ARTICLES**

1965 The population dynamics of the monogenean gill parasite *Discocotyle sagittata* Leuckart on Windermere trout, *Salmo trutta*, L. *Parasitology* (1965), 55, 607-694.

1966 The functional morphology of the genitalia of the spermatophore-producing monogenean parasite *Diplectanum aequans* (Wagner) Diesing, with a note on the copulation of the parasite. *Parasitology* (1966), 56, 367-383. (A.k.a. "Get a life!")

1968 A method of estimating the relative volumes of water flowing over the different gills of a freshwater fish. *Journal of Experimental Biology* (1968), 48, 533-544.

### **BOOKS**

- 1971 Chapter 11, "Causes of Mortality," John E. Paling, pp 249-258. In *Methods for Assessment of Fish Production in Fresh Waters*, Edited by. W.E. Ricker. International Scientific Programme, Blackwell Scientific Publications, Oxford

### **TEACHING EXPERIENCE AT OXFORD**

- 1964-1968 Taught all the vertebrate practical classes for zoologists and medical students  
1966-1968 Developed and taught specialist courses on the biology of fishes with Dr. M.E. Brown and Sir Alastaire Hardy F.R.S  
1966-1976 Tutor for all Oriel College zoologists.

1964 – 1965 While still a lecturer at Oxford, met with like minds and devised new techniques of a scientific photography that led to formation of independent company, started with strong university support.



5822 Northwest 91<sup>st</sup> Boulevard • Gainesville, Florida 32653-2864  
Phone: (352) 377-2142 • Web: [www.riskcomm.com](http://www.riskcomm.com) • e-mail: [johnpaling@riskcomm.com](mailto:johnpaling@riskcomm.com)

# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

## **PHASE II—WILDLIFE FILM/ TV PRODUCTION/ON CAMERA EXPERIENCE**

### **DOCUMENTARY FILM MAKER**

- 1964-1981 Founder/Company Director, Oxford Scientific Films, England  
Wildlife movie photographer, scriptwriter, narrator, presenter for a wide variety of wildlife spectaculars for worldwide television distribution. Initially the company specialized in detailed educational films but then expanded and produced several network specials in the USA, contributed to various National Geographic Specials and won two Emmy Awards  
In total produced and filmed material for about 50 major wildlife documentaries across the world. Pioneered new techniques of film recording (awarded a Kodak Prize) and won numerous international awards for animal documentaries
- 1981-1992 Moved to the USA and become President of own wildlife film company, John Paling & Co. Ltd. Produced 7 films (4 for The National Geographic Society) including:
- 1986 **Produced and appeared in the National Geographic Society TV Special “Realm of the Alligator,” winner of 2 National Emmy Awards.**
- 1987 Co-produced/hosted pilot for a TV series titled “Outdoors with John Paling” for Georgia Public Television. Georgia State Emmy Award
- 1989 & 1991 On-camera presenter of wildlife segments for Disney’s European version of “The Disney Club,” the most popular children’s TV program in Britain
- 1989-91 Executive Producer of National Science Foundation’s video series for “Science Helper”

### **AWARDS**

- 1970 Eastman Kodak Prize to develop new techniques of wildlife photography including aquatic back projection for filming river systems.
- 1973 Winston Churchill International Award to travel around the world filming and lecturing on aggression in animals and humans
- 1989 Kodak Outstanding Photographic Achievement Award.

### **BOOKS ON WILDLIFE & DOCUMENTARY FILMING**

- 1979 “Squirrel on My Shoulder,” 146 pp, BBC Publications, London
- 1981 “Snowy & Company: Insight into Pet’s Behaviour,” 190 pp, Collins, London
- 1983 “Focus on Nature,” Oxford Scientific Films, 182 pp, Faber and Faber, London



5822 Northwest 91<sup>st</sup> Boulevard • Gainesville, Florida 32653-2864  
Phone: (352) 377-2142 • Web: [www.riskcomm.com](http://www.riskcomm.com) • e-mail: [johnpaling@riskcomm.com](mailto:johnpaling@riskcomm.com)

# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

## ***PHASE III—MAKING SCIENCE AND HEALTHCARE ACCESSIBLE TO THE PUBLIC***

### **ACADEMIC RESEARCH AREAS**

- Improving doctor-patient communication
- Communicating risk issues to the general public
- Improving public understanding using animal metaphors
- Public perception of corporate environmental performance and regulatory policy

### **BOOKS**

- 1994 “Up to Your Armpits in Alligators? How to sort out what risks are worth worrying about!” (with Sean Paling)
- 1997 “Up to Your Armpits in Alligators? How to sort out what risks are worth worrying about!” (Revised 2nd Edition) 153 pp.
- 1998 “Dealing with the Real Risks To Local Communities”
- 2005 “Helping patients Understand Risks. 7 Simple Strategies For Successful Communication.” 208 pp. ISBN-10 0-9642236-0-0

### **ARTICLES**

- 1996 Public Panic over Pesticides: How golf course superintendents communicate the safety of chemical treatments. *USGA Green Section Record*, May 1996, 11-13.
- 1997 Informed Consent: Putting Risks into Perspective, Arun D. Singh, M.D. and John Paling, Ph.D. *Survey of Ophthalmology* Volume 42, Number 1, July-August 1997, 83-86.
- 1998 A new tool for communicating transfusion risk information, D.H. Lee, J.E. Paling, and M.A. Blajchman, *Transfusion* Volume 38, February 1998, 184-188.
- 2000 A comprehensive review of the world of risks. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, *Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth*. Proceedings of the European School of Transfusion Medicine residential course, pp 11-20, Brussels, 26th-29th, February.
- 2000 A simple tool for understanding and communicating about risks. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, *Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth*. Proceedings of the European School of Transfusion Medicine residential course, pp. 53-64, Brussels, 26th-29th, 2000 February.



# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

- 2000 Putting medical risks into perspective. In J.A.J. Barbara, J. Leikola, U. Rossi, editors, Risk perception and risk assessment in transfusion medicine: How to achieve a sound practice based on scientific truth. Proceedings of the European School of Transfusion Medicine residential course, pp. 99-112, Brussels, 26th-29th, February 2000.
- 2003 New Tool for Presenting Risk in Obstetrics and Gynecology, Shawn Stallings, M.D. and John Paling, Ph.D. Obstetrics and Gynecology Vol 98, Number 2 August pp 345-349.
- 2003 Strategies to help patients understand risks. Paling, J.E. British Medical Journal. 327: 745-8
- 2003 Communicating risk - key steps to good care. American Medical news. AMA Vol 46 Number 39 p1 Oct 20, 2003
- 2004 Helping Your Patients Understand Risks. Paling, J.E. American Society for Aesthetic Plastic Surgery: Vol 8 pp1-5.
- 2004 Becoming a Better Communicator of Hypertension and Dyslipidemia Risk. Paling, J.E. in Hypertension with Elevated lipids- Integration Expertise. HELIX: Medical DecisionPoint pp 6&7.
- 2004 Communicating Risk in Prenatal Genetic Testing (In) Gates, E. - J. Midwifery & Womens Health. Vol 49, Number 3 . May/June p.227
- 2004 Women Doctors Sued Less Often. Communication Skills Key To Avoiding Litigation. In Nightingale's Healthcare News. Feb/ March 2004 pp 1&2
- 2006 Helping Patients Understand Risks – 7 Simple strategies. Welsh Medicines Resource Centre. Sept. 2006
- 2007 Helping Patients Understand Risks. J. American Society Safety Engineers. June p 89 –90
- 2008 What do we know about communicating risk? A brief review and suggestion for contextualising serious, but rare, risk, and the example of cox-2 selective and non-selective NSAIDs By R Andrew Moore, Sheena Derry, Henry J McQuay, John Paling Arthritis Research & Therapy 2008, 10:R20



# The Risk Communication Institute

*Helping Healthcare Professionals Provide Patient-Focused Information*

## PRESENTATIONS TO SCIENTIFIC AND PUBLIC MEETINGS

John Paling has been delivering keynote presentations to diverse audiences across the world for four decades. He started in 1962-1964 as Lecturer for the British Association for the Advancement of Science, then as a Series Lecturer for National Audubon Society across the U.S.A. and later was honored by being repeatedly featured in the National Geographic Society distinguished lecture series at Constitution Hall in Washington DC.

For many years, he was a repeat lecturer for The Young Presidents Organization's international meetings. He has worked in most countries of the world and brings those perspectives to his work.

Despite all the developments in electronic communications, John's experiences lead him to still believe that personal presentations delivered to live audiences with a genuine passion for the subject are still the most effective way of influencing people's attitudes, beliefs and values.

## The Risk Communication Institute

*(Formerly The Risk Communication and Environmental Institute  
now a division of John Paling & Co Inc)*

### Founder and Research Director

#### MISSION

**What:** To help professionals show members of the public how to put the many reported risks to their lives into perspective -with each other and the benefits- so that they can make better-informed decisions personally and as citizens in a democracy.

**How:** To provide resources and training to support

- Healthcare professionals who communicate with patients
- Representatives from industries, agencies and the media who are responsible for communicating risk and safety issues
- Members of the public who seek a way to make better choices by putting risks into perspective.
- Individuals who seek to build personal and group resiliency

**Why:** Making choices is often difficult and confusing for people of all backgrounds in a world now awash with *Data* but usually *Lacking in Perspective*. Since fear and confusion will always override an understanding of facts and realities, it is very important that professionals make great efforts to help others by communicating their knowledge in simple visual terms in a way that ordinary people can understand.



5822 Northwest 91<sup>st</sup> Boulevard • Gainesville, Florida 32653-2864  
Phone: (352) 377-2142 • Web: [www.riskcomm.com](http://www.riskcomm.com) • e-mail: [johnpaling@riskcomm.com](mailto:johnpaling@riskcomm.com)