

Natasha Beauchamp Curriculum Vita

Education

	<u>Degree</u>	<u>Year</u>	<u>Area of Study</u>
University of California, Santa Cruz	BA	1978	Sociology and Women's Studies
University of Alberta, Canada	MSc	2003	Health Promotion
University of Florida	grad cert.	2008	Geriatric Care Management

Job History

2002-	Research Scientist/Consultant, Oregon Center for Applied Science, Eugene, OR
2004-2005	Vice President of Commercialization and Special Projects, Oregon Center for Applied Science, Eugene, OR
2001- 2006	eHealth Consultant, advising on trends, issues, and strategies for the deployment of health education and services over the Internet
2001-	Owner/Webmaster, Elder Pages Online (formerly, Let's Collaborate!), Internet marketing tools for elder care professionals, Eugene, OR & Sebastopol, CA. www.elderpagesonline.com
1994-95	Instructor, Business Development Center, Lane Community College, Eugene, OR
1993-02	Project Coordinator, Oregon Center for Applied Science, Eugene, OR
1983-94	Business/Marketing Consultant, desktop publishing, Santa Cruz, CA & Eugene, OR
1983-91	Office Manager, Dr. Kathryn Morris, family practitioner, Santa Cruz, CA
1980-83	Artist-in-the-Schools, Cultural Council of Santa Cruz County, CA

Certificates

2004	Certified Red Cross Family Caregiver Trainer
2004	NIH Certification for Protection of Human Subjects in Research
2004	ELNEC Training on Pediatric Palliative Care

Volunteer Experience

2010 -	Member of the Steering Committee for the National Council of Hospice & Palliative Professionals, Development/Marketing/PR Section
2008 - 2010	Hospice volunteer for Sutter VNA and Hospice, Santa Rosa, CA
2008	Family consultant intern, Redwood Caregiver Resource Center, Santa Rosa, CA
2001-2004	Member of Western Region Advisory Council for Rallying Points, coordinating organizational support for end of life community coalitions nationwide
2001-2003	Secretary-Treasurer of Partners to Improve End of Life Care, Eugene, OR
1997-2007	Hospice volunteer and founder of "Letters Across Time" program, Hospice of Sacred Heart, Eugene, OR

Multimedia Programs

Dominick, S.A., Irvine, A.B., Beauchamp, N., Seeley, J.R., Nolen-Hoeksema, S., Doka, K.J., & Bonano, G.A. Making sense of grief. Oregon Center for Applied Science. Web-based video program.

Beauchamp, N. & Johnson, B.F. (2005). Caregiver's friend: Living with serious illness. Oregon Center for Applied Science. Web-based video program

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- Beauchamp, N. & Irvine, A.B. (2002, 2004). Caregiver's friend: Dealing with dementia. Eugene, OR: Oregon Center for Applied Science. CD-ROM and Web-based video program.
- Beauchamp, N. & Irvine, A.B. (2002). Seniors on the move: An exercise planning program for older adults. Eugene, OR: Oregon Center for Applied Science. Web-based video program.
- Beauchamp, N. & Irvine, A.B. (2001, 2004). Caregiver's friend: Sensitive conversations. Eugene, OR: Oregon Center for Applied Science. CD-ROM and Web-based video program.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (2000). Interactive health risk appraisal for seniors. Eugene, OR: Oregon Center for Applied Science. CD-ROM and touch-screen kiosk program.
- Irvine, A.B., Beauchamp, N., & Philips, L. (2000). Parenting for single mothers. Eugene, OR: Oregon Center for Applied Science. CD-ROM.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (2000). Interactive health risk appraisal. Eugene, OR: Oregon Center for Applied Science. CD-ROM and touch-screen kiosk program.
- Irvine, A.B., Beauchamp, N., Duncan, S.W., & Duncan, T.E. (2000) Healthy exercise: Getting started. [CD-ROM] Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., & Beauchamp, N. (1998). Dealing with dementia: An interactive guide for caregivers. Eugene, OR: Oregon Center for Applied Science. CD-ROM.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The Healthy Habits Appraisal for worksites [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The senior Healthy Habits Appraisal [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.
- Irvine, A.B., Beauchamp, N., Ary, D.V., & Noell, J.W. (1997). The Healthy Habits Appraisal for clinics [kiosk program]. Eugene, OR. Oregon Center for Applied Science, Inc.

Awards

- Gold Medal (2004), Caregiver's Friend: Dealing with Dementia [Web-based Interactive Video Program] Sponsored by World Wide Web Health Awards, Libertyville, IL.
- Bronze Award (2004), Caregiver's Friend: Dealing with Dementia [Web-based Interactive Video Program] Sponsored by Summit Creative Awards, Portland, OR
- Merit Award (2004) Caregiver's Friend: Sensitive Conversations [Web-based Interactive Video Program] Sponsored by World Wide Web Health Awards, Libertyville, IL.
- Award of Distinction, Instructional Category. (2003). Aging Family: Seniors on the Move [Internet web site]. Sponsored by Communicator Awards, Arlington, TX.
- Award of Distinction, Instructional Category. (2001). Caregiver's Friend: Sensitive Conversations [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Merit Award (2001). Interactive Health Risk Appraisal for Seniors [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.
- Bronze Award (2001). Interactive Health Risk Appraisal for Seniors [CD-ROM]. Sponsored by Mature Media division of the National Health Information Resource Center, Libertyville, IL.
- Bronze Award (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by Summit Creative Awards, Portland, OR.
- Bronze Award (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.

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- First Place, American Public Health Association Public Health Materials. (2001). Interactive Health Risk Appraisal [CD-ROM]. Sponsored by Public Health Education and Health Promotion Section of the American Public Health Association.
- Award of Distinction (2001). Parenting for Single Moms: Consequences [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Bronze Telly Award. (2001). Parenting for Single Moms: Consequences [CD-ROM]. Affiliated with The Center for Creativity, Ashland, KY.
- Merit Award. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by National Health Information Resource Center, Libertyville, IL.
- Bronze Apple Award. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by National Educational Media Network, Oakland, CA.
- Honorable Mention award, Interactive Health Education Category. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Sponsored by Communicator Awards, Arlington, TX.
- Telly Award finalist. (1999). Dealing with Dementia: An Interactive Guide for Caregivers [CD-ROM]. Affiliated with The Center for Creativity, Ashland, KY.

Community-based Websites

- Beauchamp, N. (2007- present). www.seriousillness.org/demo. Brandable template for an educational website to be used as a marketing vehicle for hospices seeking to reach Boomer daughters and sons earlier in the caregiving process. See client websites at www.seriousillness.org, for instance:
- Palliative CareCenter & Hospice (Newton, NC): www.seriousillness.org/foothills
 - Elizabeth Hospice (Escondido, CA): www.seriousillness.org/sandiego
 - Beacon Hospice (Boston, MA): www.seriousillness.org/boston
 - Hospice of Baton Rouge (Baton Rouge, LA): www.seriousillness.org/batonrouge
 - Napa Valley Hospice & Adult Day Services (Napa, CA): www.seriousillness.org/napa
 - Community Nurse and Hospice (Fairhaven, MA): www.seriousillness.org/newbedford
- Beauchamp, N. et al. (2004). Prototype for Children's Hospice and Palliative Care Coalition. <http://www.seriousillness.org/child>
- Beauchamp, N. et al. (2004). Grand Island End of Life Coalition, Grand Island, Nebraska. <http://www.respectmywishes.org>
- Beauchamp, N. et al. (2003). Partners in Care. Placerville, California. <http://www.seriousillness.org/eldorado>

Publications

- Beauchamp, N. & Cherry, David. (2010). Social Media—Why all the fuss? Newsline (monthly publication of the National Hospice and Palliative Care Organization), 21(8), 10-16
- Dominick, S.A., Irvine, A.B., Beauchamp, N., Seeley, J.R., Nolen-Hoeksema, S., Doka, K.J., & Bonano, G.A. (2009-2010). An Internet tool to normalize grief. OMEGA: The Journal of Death and Dying, 60(1) 71-87.
- Beauchamp, N. (2008) Driving traffic to your website. Newsline (monthly publication of the National Hospice and Palliative Care Organization), 19(8), 14-18.
- Beauchamp, N. (September 2007). How to best use your hospice website. Hospice Letter, 28(6), pp. 6-8.
- Beauchamp, N. (2007) Your web site: Tips to ensure it's meeting your goals. Newsline (monthly publication of the National Hospice and Palliative Care Organization) 18(4), pp. 8-11.

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- Beauchamp, N. (2007) Your web site as a marketing tool. National Hospice and Palliative Care Organization. (Internet) Available to members at www.nhpco.org.
- Beauchamp, N. (2007). CAPC and the Internet: A study with recommendations. Report prepared for the Center to Advance Palliative Care.
- Beauchamp, N. & Eng, T. (2006) eHealth: The momentum is building. Proceedings of the 2005 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>.
- Beauchamp, N., Irvine, A.B., Seeley, J., & Johnson, B. (2005). Worksite-based Internet Multimedia Program for Family Caregivers of Persons with Dementia. The Gerontologist, 45(6), 793-801
- Eng, T. & Beauchamp, N. (2005). The role of the Internet in supporting consumer health decision-making. In R. F. Rich & C. T. Erb (Eds.) Consumer Choice and Health Care Policy Changes. Policy Studies Review Annual, v.14. Somerset, NJ: Transaction Publishers.
- Beauchamp, N. & Eng, T. (2005) eHealth: Achieving Mainstream Acceptance. Proceedings of the 2004 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Eng, T. & Beauchamp, N. (2004). eHealth: Striving for Critical Mass. Proceedings of the 2003 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Beauchamp, N., & Eng, T. (2003). Sustaining eHealth in Challenging Times. Proceedings of the 2002 eHealth Institute Summit. Retrieved from <http://www.ehealthinstitute.org/summit>
- Irvine, A.B., Beauchamp, N., Ary, D.V., Noell, J., & Wells, J. (1998, October). Use of interactive multimedia HRA's: Three studies. In J.E. Dewey (Ed.), Proceedings, 34th Annual Meeting of Society of Prospective Medicine. Newport, RI.
- Irvine, A.B., Beauchamp, N., & Wells, J. (1997). Interactive health risk appraisal for behavior change. Health Education and Behavior, 24(1), 8-9.
- Beauchamp, N. (1992). Choosing a Nurse-Midwifery Program. Midwifery Today, 21, 14-18.
- Phillips, C.R., & Beauchamp, N. (1988). 21st century maternity care. Childbirth Educator, 7,(4) 39-44.

Selected Professional Presentations

- Beauchamp, N. Using the Internet (safely) for collaboration. National Hospice and Palliative Care Organization: Developing the Care Continuum Conference. Boston, MA. August 7, 2010.
- Beauchamp, N., Wallace, S., Cherry, D., & Paul, L. (2010). Social Media and Hospice: Effective use of Facebook, Twitter, YouTube and Blogging. Pre-Conference session at the 25th Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization, Washington, D.C., April 21, 2010.
- Beauchamp, N. (2010). From Google to Blogging to Email: Making more effective use of the Internet. National Association of Professional Geriatric Care Managers Annual Conference, Albuquerque, NM, April 15, 2010.
- Beauchamp, N. (2009). E-newsletters: Connecting with caregivers and volunteers using email. Presented at the 6th Conference on Volunteerism and Family Caregiving, sponsored by the National Hospice and Palliative Care Organization, December 4, 2009, Orlando, FL
- Beauchamp, N. (2009). Use your website to promote your hospice. Presented as a teleconference for Alabama Hospice Association. September 16, 2009
- Beauchamp, N., & Davis, D. (2009, June). Savvy Internet Strategies: Stretching your Marketing Dollar. California Assisted Living Association Conference: Advancing our Collective Vision, June 9, 2009. Sacramento, CA
- Beauchamp, N. (2009, April). E-newsletters 101: Using the Internet to support marketing, sales and development. Webinar sponsored by Health Resources Online, April 2, 2009.

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- Beauchamp, N. (2008, November). Family caregivers: The backbone of the national eldercare system. Presented as a teleconference to Transcend Hospice Marketing, Holland, OH. November 17, 2008.
- Beauchamp, N. (2008, November). Use your website to expand your reach and increase earlier referrals. Presented as a teleconference to the Wisconsin state hospice association, HOPE of Wisconsin. November 13, 2008.
- Beauchamp, N. (2008, August). Reach Family Caregivers Earlier in the Process: Use Your Website to Improve Access. Presented at the 2nd Annual Access and Inclusion Conference of the National Association of Hospice and Palliative Care Organization. Minneapolis, MN, August 18, 2008.
- Beauchamp, N. (2008, April). Make your website more productive: Using the Internet for marketing, fund-raising, and advocacy. Presented at the 23rd Annual Management and Leadership Conference of the National Hospice and Palliative Care Organization. Washington, DC, April 12, 2008.
- Beauchamp, N. (2008, March). Improve your reach through your website. Presented at Aging in America, 2008 Annual Conference of the National Council on Aging and the American Society on Aging in Washington, DC, March 26-30, 2008.
- Beauchamp, N. (2008, March). Using the Internet to accomplish your mission. Presented at Aging in America, 2008 Annual Conference of the National Council on Aging and the American Society on Aging in Washington, DC, March 26-30, 2008.
- Beauchamp, N. (2008, February). Getting the most from your hospice website to build stronger community relationships, increase awareness and referrals. Webinar sponsored by Health Resources Online, February 21, 2008.
- Beauchamp, N. (2007, July). Make your website serve your mission and goals. Presented at the 2007 32nd Annual Conference of the National Association of Area Agencies on Aging in San Francisco, CA.
- Beauchamp, N. (2005, May). Designing a website to meet your goals. Presented at the monthly meeting of the Roseburg End of Life Coalition, Roseburg, OR.
- Beauchamp, N. (2004, September). Internet resources for parents of seriously ill children. Presented at Conversations Before the Crisis, 3rd Annual Rallying Points Conference, Newport Beach, CA.
- Beauchamp, N. (2004, July) Gaps in care: An Oregon survey of needs at the end of life. Presented at the Oregon Chapter meeting of the Rallying Points Western Regional Conference in Portland, OR.
- Beauchamp, N. (2004, April). Using the Internet to accomplish your mission. Presented at the 2004 Joint Conference of the American Society on Aging and the National Council on Aging in San Francisco, CA.
- Beauchamp, N. (2004, April). Multimedia support for employed family caregivers of persons with dementia. Presented at the 2004 Joint Conference of the American Society on Aging and the National Council on Aging in San Francisco, CA.
- Beauchamp, N. & Brandt, K. (2004, April). Forming a coalition to achieve your goals. Presented at the 2004 Joint Conference of the American Society on Aging and the National Council on Aging in San Francisco, CA.
- Irvine, A.B., & Beauchamp, N. (1999, March). I Heard It Through the Bandwidth: Technological Learning Applications for Professionals, Family Caregivers and Older Adults. Presented at the 45th Annual Meeting of the American Society on Aging, Orlando, FL.
- Beauchamp, N. (1992, March). Balancing the checkbook: The business side of midwifery. Presented at the 1st Annual Midwifery Today Conference, Eugene, OR.

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Videotapes

- Beauchamp, N., & Irvine, A.B. (Writer/Producers). (1997). Interactive health risk appraisal for behavior change by the elderly [demonstration video]. Eugene, OR: Oregon Center for Applied Science.
- Beauchamp, N., & Irvine, A.B. (Writer/Producers). (1997). Worksite HRA to reduce employee cardiovascular risk [demonstration video]. Eugene, OR: Oregon Center for Applied Science.
- Beauchamp, N., & Irvine, A.B. (Writer/Producers). (1996). Interactive health risk appraisal for behavior change [demonstration video]. Eugene, OR: Oregon Center for Applied Science.
- Beauchamp, N., & Ary, D. (Writer/Producers). (1995). Interactive multimedia intervention to reduce coronary heart disease [demonstration video]. Eugene, OR: Oregon Center for Applied Science.
- Beauchamp, N., & Ary, D. (Writer/Producers). (1995). The choice is yours: Preventing HIV/STDs [demonstration video]. Eugene, OR: Oregon Center for Applied Science.