

JULIE POLVINEN

Center on Media and Child Health | Engagement Strategist
Division of Adolescent/Young Adult Medicine
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Objective: To engage philanthropic relationships, further the mission, and secure the future of the Center on Media and Child Health

I. PROFESSIONAL EXPERIENCE

Boston Children's Hospital, Center on Media and Child Health (CMCH) 2017 – present
Engagement Strategist

- Engage philanthropic relationships; support CMCH's Director, Leadership Board, and the Boston Children's Hospital (BCH) Trust to cultivate, steward and solicit CMCH's top prospects and donors
- Strategize and implement CMCH fundraising-related events, activities and speaking engagements
- Support CMCH's Director in managing the Leadership Board, engaging prospects in venture philanthropy

Boston Children's Hospital, Center on Media and Child Health | Children's at Home (C@H) 2014 - 2017
Program Coordinator

- Conducted qualitative research with adolescents with Neurofibromatosis Type 1 (NF1), parents of youth with NF1 and youth with Celiac Disease
- Coordinated all aspects of research: recruitment, consent, guided participants to create visual illness narratives
- Collected and managed visual data, screened narratives, edited videos for online and medical presentations
- Designed and assisted with development of the C@H website: to build patient community and engagement
- Launched, managed and moderated C@H website for youth
- Trained and supervised associated personnel in the VIA method, editing and management of the website for NF-Parents research
- Presented C@H to potential collaborators and funders to scale-up the project and develop an app

Boston Children's Hospital, Video Intervention/Prevention Assessment (VIA) 2003 - 2013
Field Coordinator

- Conducted qualitative research with overweight adolescent patients
- Recruited, enrolled and facilitated patients to create visual illness narratives for VIA-OAR research
- Wrapped data collection for longitudinal study VIA-Transitions, 943 hours of total data collected
- Supervised and trained Research Assistants in field data collection methodology for VIA-Transitions and VIA-OAR
- Edited and produced DVD presentations to support Michael Rich MD, MPH, his affiliates, staff and interns of the Center on Media and Child Health (CMCH) and VIA
- Supervised and trained interns from Massachusetts College of Art in post-production work for CMCH and VIA
- Researched, purchased and maintained capital equipment for all digital editing suites
- Catalogued and archived all digital media from CMCH and VIA
- Re-mastered and archived 700 hours of analogue data collected from VIA-Asthma and VIA-Obesity
- Trained Social Workers and Academics in the VIA method; VIA continues at the University of Florida

Start Strong Boston/Boston Area Health Education Center (BAHEC) 2009 - 2011
Instructor

- Worked in conjunction with CMCH, Start Strong and Boston Public Health Commission
- Developed curriculum and taught video production to "at-risk youth" from targeted communities in Boston
- Focused on issues of building healthy relationships and ending teen dating violence and abuse
- Teens produced 7 Public Service Announcements for public screening
- PSAs used by peer leaders in their communities to raise awareness of teen relationship issues

- Partners For Youth with Disabilities, Portraits of Youth** 2008
Coordinator/Technical Consultant
- Worked in conjunction with the Mitsubishi Electric America Foundation (MEAF)
 - Presented a year-long youth-powered showcase, projecting the positive face of youth with disabilities
 - Monthly profiles featured on MEAF website, presented nationally through conferences and DVD distribution
- Partners For Youth with Disabilities, Young Adult Advisory Council** 2007-2008
Instructor/Producer
- Worked in conjunction with The Massachusetts Department of Public Health
 - Facilitated a long-term collaborative program serving disabled youth in Boston and Springfield, MA
 - Produced an educational DVD about expression and empowerment along with materials for distribution
 - 2000 DVDs were duplicated and distributed to health care providers, policy makers and families
- Emerson College, Video Equipment Center** 2002-2003
Manager
- Managed 25 work study students and 1 million dollars of video and audio production equipment
 - Served 1300 students, faculty and staff; supported 80 production classes
 - Demonstrated audio and video equipment to students, faculty and staff
- South Boston Neighborhood House, Arts Academy/TeenArts** 1998-2002
Instructor/Producer
- Created and implemented expressive video production programs for “at risk” teenagers
 - Encouraged self-expression and developed hands-on skills in production and digital editing
 - Videos screened at national film festivals, aired on Boston Neighborhood Network, online at admitone.org
 - Videos used as teaching tools by educators and health care professionals
 - Secured funding from the Boston Cultural Council to conduct video editing workshops
 - Responsible for the development of *Reel Eyes* Youth Media Consortium: South Boston Neighborhood House/Arts Academy, Community Art Center, The Mirror Project, Boston Film/Video Foundation, YWCA’s Youth Voice Collaborative, Institute of Contemporary Art, Cambridge Community Television
 - *Reel Eyes* has screened at: Museum of Fine Arts, Institute of Contemporary Art, Coolidge Corner Theater
 - Videos exhibited with *EXTERNAL insides - Expressions of Packaging: A Traveling Exhibition of YouthReach Artwork*
 - Exhibited at Arnheim Gallery at Massachusetts College of Art, Boston; New Teen Arts Gallery at Artworks! at Dover Street, New Bedford; City Savings Bank, North Adams
- Partners for Youth with Disabilities, Access to Theatre Program** 2001
Instructor/Producer
- Conducted summer programming for disabled youth
 - Designed and instructed video production workshops combined with improvisational theater
 - Presented at Boston Center for the Arts
- Intensive Outpatient Program** 2001
Instructor
- Created and implemented video workshops for “at-risk” teenage patients, exploring issues through the medium of video
 - Collaborated with social workers and counselors
 - Secured funding from the Mayor’s Office, City of Boston - Safe Neighborhoods Youth Fund
- City Roots Alternative High School, Diploma Plus Program** 2001
Instructor
- Created and implemented a video production program for high school seniors, rooted in project based learning
- Boys & Girls Club, Cyber Summit** 2001
Instructor
- Created and conducted a pre-production video workshop for the first annual “Cyber Summit”
 - Collaborated with 5 Boston area Boys & Girls Clubs

- Wang Center for the Performing Arts**, Suskind Young At Arts Program 2001
Instructor
- Created and conducted video production workshops in conjunction with the play *RENT*
- Cambridge Multicultural Art Center**, Youth Arts & Media Program 2001
Instructor
- Created and implemented a documentary video production program for 6th – 8th grade students
- Cambridge Friends School** 2001
Instructor
- Created and conducted workshops developing public speaking skills of “Visiting Teen Filmmakers”
 - Promoted the use of video as a means for teenager’s creative self-expression
- Community Art Center**, Teen Media Program 2000
Visiting Artist
- Facilitated the screening committee for the *Do It Your Damn Self* -- National Youth Film Festival
- South Boston Community Health Center/Collaborative Center** 2000
Artist-In-Residence, Instructor
- Worked with Mary Ellen McCormack, West Broadway, Old Colony housing developments
 - Created and conducted hands-on video workshops explored self-expression and sparked dialogue
 - Secured funding from the Mayor’s Office, City of Boston - Safe Neighborhoods Youth Fund
- Media and Technology Charter High School**, Summer Academy 2000
Instructor
- Instructed a video program for adolescents that developed self-expression and skills in production
- The Film Foundation**, “*Creativity on Film Project*” (previously The Artists Rights Foundation, (ARF)) 2000
Instructor/Producer/Editor/Distributor
- Created and implemented an expressive video production program for “at-risk” teenagers in South Boston
 - Hollywood sponsored through The Film Foundation - a non-profit organization founded by Steven Spielberg, George Lucas and Martin Scorsese
 - Developed and distributed *Making Movies: A Guide for Young Filmmakers* throughout MA, free of charge
- Summerbridge Cambridge**, Shady Hill School 1999
Facilitator/Producer
- Facilitated a service learning video production program about community history
- Cambridge Community Television** 1999
Instructor
- Conducted video training workshops for teenagers using cameras, lighting, sound, and linear editing

II. VIDEO PRODUCTION / INSTRUCTION, VIDEO DATA COLLECTION & PHOTOGRAPHY

- Pawprints Dog Visitation Program**, Boston Children’s Hospital 2015
Producer/Editor
- Produced and edited promotional video to raise awareness and funding for Pawprints, highlighting the benefits of pet visitation
 - Broadcast on all BCH internal networks and Pawprints homepage
<http://www.childrenshospital.org/patient-resources/family-resources/pawprints>
- Medical Surgical Intensive Care Unit**, Boston Children’s Hospital 2015
Consultant/Videographer/Editor
- Produced the “Welcome” video to orient families to the setting and staff of the MSICU
 - <http://www.childrenshospital.org/centers-and-services/medical-surgical-intensive-care-unit-program>

- Partners for Youth with Disabilities & Until Tomorrow Productions**, Access to Theatre Program (ATT) 2013
Videographer/Producer
- Documented the processes of ATT including participant and instructor interviews
 - Created a promotional video highlighting ATT’s strengths and long-term success
 - Submitted video to supplement a grant to the National Endowment for the Arts to secure future funding
- Pawprints Dog Visitation Program**, Boston Children’s Hospital 2010 - 2015
Researcher/Videographer
- Pawprints is a therapy dog visitation program benefitting hospitalized children and their families
 - Camera 1: Video data collection over 2 years for Pawprints research, recorded 94 participants and their families experiencing a therapy dog visit for the first time
 - Camera 2: Simultaneously videotaped same dog visitations for promotional material
 - Secured data analyst to code/analyze data, train Principal Investigators in NVIVO and Transana
- Elsevier Incorporated**, Procedures Consult - Pediatric Modules 2008
Videographer
- Videotaped medical procedure set-ups for online curriculum
 - Used by Physicians, Residents, Students to provide competency in mandated surgical procedures
- Discovery Channel/Antenna Audio**, Los Angeles County Museum of Art 2007
Videographer
- Videotaped Historic Beauport House in Gloucester, MA and interviews for a multi-media on-line presentation
- South Boston Community Health Center**, Lighthouses on Broadway 2007
Editor
- Edited “Lighthouses on Broadway” a traveling community art installation based in South Boston, created by under-served youth collaborating with local area artists and Artists for Humanity
- South Boston Neighborhood House**, Ollie Road Race Classic 2002
Producer/Director/Editor
- Promotional video profiling social services and “Ollie Road Race Classic,” celebrating 100th anniversary
- WGBH, NOVA** 2001
Post-Production Assistant
- Assisted Post-Production Supervisor; logged tapes, monitored raw footage for technical issues
- Monica Meehan McNamara**, Psychotherapist and Research Scholar 2001
Producer/Editor
- Produced and edited “Body Image” presented to health care professionals; raising awareness and funding
- Massachusetts Department of Public Health**, Teen Challenge Fund Conference 2001
Instructor
- Created and conducted workshops at 2nd annual statewide conference – “Best Practices: Teen Pregnancy Prevention and Beyond”, focusing on “Video Expression as a Tool for Prevention”
 - Secured grant funding from the Boston Cultural Council and the Mayor’s Office, City of Boston – Safe Neighborhoods Youth Fund – 2000, 2001
- The Irish Immigration Center** 2000 - 2001
Producer/Instructor
- Produced 2001 “Solas Awards” video highlighting Walsh Visa Program Participants; Honoree - President Bill Clinton
 - Conducted video production program for Walsh Visa Program Participants
- Young Leaders 2000**, Wassuch Weekend Retreat, Utah 2000
Producer/Director
- Produced a video profiling community leadership of the Hollywood actress – Elisabeth Shue

- United South End Settlements** 1999
Producer/Director
- Produced 2 videos profiling social services at Harriet Tubman House, Boston and Camp Hale, New Hampshire
- Shady Hill School** 1999
Producer/Director
- Produced a promotional video profiling the National Teachers Training Course Program
- South Boston Neighborhood House/Arts Academy** 1998
Producer/Director
- Produced a promotional video profiling social services for youth
- The Irish Immigration Center** 1998
Producer/Director
- Produced their first promotional video profiling social services and cross-cultural programs
- The Playhouse, “Borderlands Project”** 1998
International Artist-in-Residence/Project Coordinator/Instructor, Northern Ireland
- Coordinated and implemented a three month documentary video program in Northern Ireland
 - Used video as means for communication between Catholic and Protestant women of Northern and Republic of Ireland
 - Presented documentaries at Raytheon Amphitheatre, Northeastern University, Boston, MA
 - Secured grant funding from EUROCAT - European Community Arts Training
- Freelance** 1996-1999
Photographer/Videographer
- The New England Insurance Company, The Lexington Minutemen, *Emigration*: sculpture project, Elphin, Ireland
- New England Villages** 1993
Videographer
- Filmed a documentary of adults with severe developmental disabilities during 10-week enrichment program
- Memorial Press Group**, circulation 250,000 1991-1992
Photojournalist
- The semi-weekly *Old Colony Memorial* newspaper representing Plymouth
 - The weekly *Reporter* newspapers for Carver, Kingston, Plympton, Halifax, Duxbury, Pembroke, Marshfield
- Marcia Dolgin Fine Images** 1989-1990
Photographer’s Assistant
- Worked with 120 film, medium format 2 ¼ cameras: Rolliflex, Mamiya RB67, Bronica ETRS
 - Assisted with lighting, scene set-up, composition, props, loading/unloading magazines, film management/processing
 - Developed and printed black and white large format images for client
 - Re-touched color photographs and black and white images, designed mattes, frames and albums for clients

III. FELLOWSHIPS, PUBLICATIONS, PRESENTATIONS, AWARDS

FELLOWSHIP

- Fred Rogers Center**, Latrobe, PA, 2009 - Develop an iPhone application for pre-school children to encourage positive media use, literacy building, parent/child interaction, creation of media, outdoor exercise and free-play, partnered with the Entertainment Technology Center at Carnegie Mellon University to develop prototype, piloted Spring 2010. The Out-A-Bout mobile application can be purchased here: <https://itunes.apple.com/us/app/out-a-bout/id485703238?mt=8>

PUBLICATIONS

- Akre, C., **Polvinen, J.**, Ullrich, N.J., Rich, M., Children's at Home: Pilot study assessing dedicated social media for parents of adolescents with Neurofibromatosis Type 1. *Journal of Genetic Counseling*. (2018)
<https://doi.org/10.1007/s10897-018-0213-0>
- Horky, Susan LCSW; Sherman, Laura LICSW; **Polvinen, Julie K.** BA; Saxena, Medhavi MD; and Rich, Michael MD (2017) "I'm going to tell you a little about myself: Illness centrality, self-image and identity in cystic fibrosis," *Patient Experience Journal*: Vol. 4: Iss. 3, Article 15.
<http://pxjournal.org/journal/vol4/iss3/15/>
- Akre C, Light A, Sherman L, **Polvinen J**, Rich M. What young people with spina bifida want to know about sex and are not being told. *Child: Care, Health and Development*. 2015 Aug 31. doi: 10.1111/cch.12282. [Epub ahead of print] PMID: 26331351 <http://www.ncbi.nlm.nih.gov/pubmed/26331351>
- Horky, Susan LSCW; Sherman, Laura E. MSW; **Polvinen, Julie**; and Rich, Michael MD (2014) "Hearing the patient voice: Using video intervention/prevention assessment to understand teens with cystic fibrosis," *Patient Experience Journal*: Vol. 1 : Iss. 2 , Article 16. <http://pxjournal.org/journal/vol1/iss2/16/>
- Rich M, **Polvinen J**, Patashnick J. Visual narratives of the pediatric illness experience: Children communicating with clinicians through video. *Child and Adolescent Psychiatry Clinics of North America* 2005; 14(3): 571- 587. [http://www.childpsych.theclinics.com/article/S1056-4993\(05\)00029-5/abstract](http://www.childpsych.theclinics.com/article/S1056-4993(05)00029-5/abstract)

PRESENTATIONS, ABSTRACTS, POSTERS, SCREENINGS

- 2015 - Akre C, Polvinen J, Wolters P, Rich M, Ullrich NJ. Pilot study to assess and address social needs and quality of life of adolescents living with Neurofibromatosis type 1 (NF1) using visual illness self-narratives and social media. Abstract. International NF Conference, Monterey, CA, June 2015.
- 2014 – “Children’s at Home – Continuing Care & Community Beyond the Hospital”, Innovation Acceleration Program, Innovator’s Showcase Premiere. Poster. Boston Children’s Hospital, Boston, MA
- 2012 – “The Fuel that Keeps Us Going – A Documentary About Success”, 5th Annual Community Health Poster Day, Boston Children’s Hospital, Boston, MA
- 2012 - “VIA-Overweight and At-Risk - Qualitative Research Methods and Results” and “Children’s At-Home – A Social Networking Portal for Patient Engagement”, Hood Foundation 70th Annual Gala, The Harvard Club. Poster. Boston, MA
- 2010 - “Using VIA to Better Understand Cystic Fibrosis Patient Education Needs”, North American Cystic Fibrosis Conference, Baltimore, MD
- 2009 - "Video Intervention/Prevention Assessment (VIA): “Understanding Transition from the Patient Perspective”, Transitions Conference with Brigham and Women's Hospital, Boston Children's Hospital, Harvard Medical School, Brigham and Women’s Hospital, Boston, MA
- 2009 – “Mad Dash! – An activity-based iPhone Application for Preschool Children”, Advisory Board Meeting, Fred Rogers Center, Latrobe, PA
- 2008 – “Video Intervention/Prevention Assessment (VIA): Working with Participants in a Research Study” SCOOP Program for high school and college students interested in health care, Boston, MA

AWARDS

- Boston Children’s Hospital 5 Year Service Award 2008
- Boston Children’s Hospital 10 Year Service Award 2013
- Boston Children’s Hospital 15 Year Service Award 2018

IV. SOLE-PROPRIETORSHIPS

Zen Animal Massage

2011 - present

Owner, Massage Therapist

- Certified Small Animal Massage Therapist, traveling to treat animals under 200 pounds to aid healing
- Collaborate with veterinarians and physical therapists to relax, rehabilitate and rejuvenate muscle tissue
- Present massage to raise awareness; educate and empower others to provide a healing touch to animals
- Annual vendor at the Somerville Dog Festival, raise funds for the Somerville Dog Foundation
- <http://zenanimalmassage.com/>

Wysteria Studios

1986 - 2013

Owner

- Residential interior/exterior painting and decorating company, power washing and seal coating
- Interior design, color consultant, landscape and design; serving clientele in eastern Massachusetts
- Word-of-mouth business model; retained original client base
- Specializing in Historic homes and restoration work

V. VOLUNTEER WORK

Som I Dog

2011 - 2014

Animal Advocate and Educator

- Represent the canine community at Somerville events, raise awareness, advocate and educate for animal wellness

Animal Rescue League of Boston (ARL)

2009 - 2017

Animal Caregiver/Visiting Lecturer/Massage Therapist

- Instructed massage workshops for volunteers, staff and the President of ARL
- Massage is now offered to shelter animals through trained volunteers and staff
- Provided regular exercise and socialization for shelter animals with special requirements

MSPCA-Angell Walk for Animals

2008

Fundraiser/Walker/Photographer

- Raised funds to benefit the MSPCA-Angell Medical Center
- Held on Boston Common in conjunction with Springfield, Hyannis, Brockton, and Martha's Vineyard
- \$385,000 - a record breaking total raised to benefit the MSPCA-Angell Medical Center
- Donated photographs/produced calendars documenting the walk/dog portraits for marketing and fundraising
- Provided information to the public regarding services and adoptable pets at their information booth

Standish Humane Society

1996-1998

Animal Caregiver

- Maintained food requirements for 250 felines at this no-kill shelter and adoption center
- Fostered six cats from birth to adoption, adopted one domestic short hair feline

Traideireann

1995

Designer/Artist

Ireland

- Retail store promoting fair-trade to African villages in Cameroon and surrounding countries
- Re-designed store exterior, interior, displays, window dressings and wall treatments, increased sales by 30%

Trinity College Dublin

1995

Illustrator

Ireland

- Guest Illustrator for the cover of *Nature Magazine*, University of Dublin - Trinity College
- Spotlighted the Northern Gannet in pen and ink

Mass Audubon - Moose Hill Wildlife Sanctuary

1990

Educator/Naturalist

- Nature guide and educator for Pre-K to 8 to explore the wonder of nature through the medium of arts and crafts
- Trail guide for groups of adults and children throughout the Audubon Sanctuary
- Guide for the Halloween Prowl which educates children about the history of the Celtic New Year

VI. EDUCATION

- Bridgewater State College, BA, 1989 - *Cum Laude*, Graphic Design & Photography | Minor: Psychology
- Bancroft School of Massage Therapy, CSAMT, 2011 - Certified Small Animal Massage Therapist

CONTINUING EDUCATION

- Children's Hospital Boston, 2007 - Complimentary Interventions; Reiki I & II, 24.99 contact hours
- Harvard Extension School, 2006 – Psychology
- Massachusetts Cultural Council, 2001 - ART in Peacemaking Program
- Boston Film and Video Foundation, 1995 - Avid MCXpress Editing Systems
- Massachusetts College of Art, 1990 - Graphic Design

VII: AFFILIATIONS

- Center on Media and Child Health (CMCH) - cmch.tv
- Video Intervention/Prevention Assessment (VIA) - viaproject.org
- Boston Children's Hospital - childrenshospital.org
- Zen Animal Massage – zenanimalmassage.com and facebook.com/zenanimalmassage